

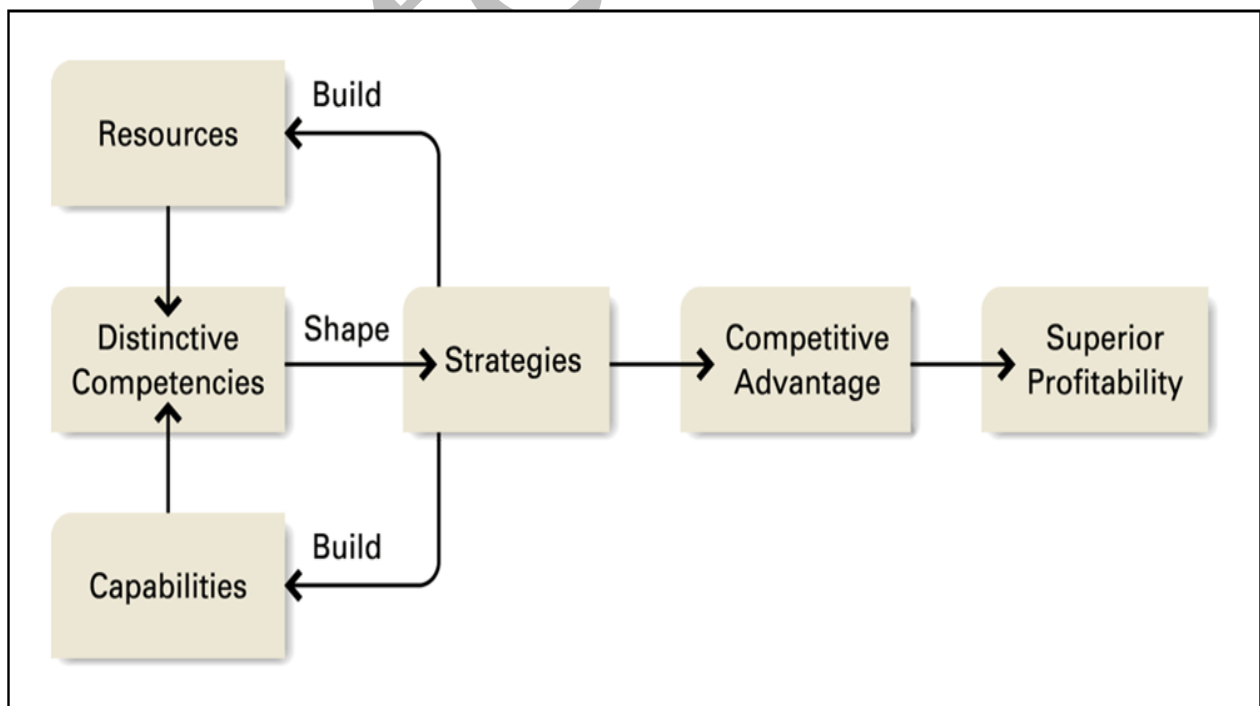
Distinctive Competitive Advantage

Meaning of Distinctive Competitive Advantage

Distinctive competence refers to the core skills and practices that increase the competitiveness of an organization and make it different from its competitors. An organization's competitors cannot imitate this competence (at least in the short term), allowing an organization to gain an advantage over others. An organization must protect its distinctive competence to retain its competitive edge.

To determine its distinctive competence or competences, an organization should conduct an internal and external review and find those areas of skill and technology that are in demand in the marketplace. If these skills are not in demand, they are not areas of competence. An organization must also consistently change its distinctive competence in a changing business environment to keep its competitive edge, and its competence must become part of its corporate strategy. Examples of distinctive competence are fast delivery and the extremely high quality of an organization's product.

How Exactly Distinctive Competencies Work?



How to Differentiate From Your Competitors

Assuming that your market research is done, it's essential to consider that other organization may declare being professionals in your field of competence.

So, finding a way to stand out from your competitors is a must.

Your first priority must be creating a strategy that effectively communicates your core competencies.

- **Take the Helm –**

Telling your marketing department to communicate your competencies is easier to say than done, because it must include spreading a word about your organization, so instead of saying your marketing department to do the job, you should involve and engage every department in the planning process.

- **Focus on Your Market –**

It's important to understand that the company is about the customer. Therefore, try to utilize their needs and maximally comprehend their requirements. Ask questions “what is expected from you? Why your product is unique?”

- **Set Specific Objectives –**

Why do you want to communicate? Try to maximally specify your objectives. For example, avoid telling general things like “work more to get better results”, instead say that “increasing our productivity by 15% will increase sales by 5%.”

- **Think in Multiple Dimensions –**

Your strategy may oblige you to fight on several fronts. For instance, you might have to work on the organization's website enhancement and at the same time educated employees on how to communicate messages about your core competencies.

Scope

Competitive scope can also be in terms of the following

- **Segment Scope:** The variety in the products or services provided and the customers served
- **Vertical Scope:** This focuses on the extent to which the activities are done in-house
- **Geographic Scope:** The geographic scope deals with the number of geographies served
- **Industry scope:** The range of distinct but related industries in which the organization operates

Hence, this concludes the definition of Competitive Scope along with its overview.

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