

Competitive Strategy I

Situation Analysis & Competitive Advantage



A complete understanding of Customers, Competitors, Collaborators and your own Company's competitive advantage(s) ensure you can develop a Competitive Strategy that allows you set your company apart from the competition. Competitive Strategy I from The McKinney Group provides you:

Situational Analysis

- Analysis of Customer's needs, resources, other relevant information
- Mapping of all products in the marketplace
- Plotting of Competitor's positioning
- Charting of competitor's potential future actions
- Determination of strategic Collaborators

Competitive Advantage

- Determination of your Core Competencies
- Analysis of which Core Competencies can become Competitive Advantages
- Calculation of how a Sustainable Competitive Advantage can be constructed