MODULE IV

BUSINESS-LEVEL STRATEGIES

I. Single/Dominant Business Definition and Strategy Choices
   A. Customer Needs and Product Differentiation
   
   B. Customer Groups and Market Segmentation
   
   C. Relevant Technologies and Core Competencies

II. Business-Level Strategy
   A. Generic
      1. Overall Cost Leadership
      
      2. Differentiation
3. Focus

4. Integrated Low/Cost Differentiation

5. Stuck in the Middle

B. Investment

The amount and type of resources—human and financial—that must be invested to support generic and competitive strategies.

C. Competitive

1. Rivalry

   a. First Movers
b. Second Movers:

2. Tools
   a. Industry Type

   b. Alternatives by Type

III. Sustainability

A. Size

B. Superior access
C. Inimitability

D. Restrictions of competitors’ moves