COMPETITIVE ADVANTAGE- A WAY TO KILL YOUR COMPETITORS

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ABSTRACT

Every day when we are busy in fighting with fires or doing something to boost up our profits, our competitors are working hard to grow its competitive advantages over its counterparts. It is a power that gives higher rate of return on equity. As we all know that making strategy is more difficult now as it was earlier because the business environment is full of risk and uncertainties. Using traditional forecasting is no longer helpful to businessmen. Without a competitive advantage, a corporation has limited economic reason to exist. Without it, the corporation will wither away. Creating a sustainable competitive advantage may be the single most important goal of any corporation and may be the most important single attribute on which each corporation must place its most focus. In this paper, an attempt has been made to highlight the sources of competitive advantage and how it helps to fight successfully with competitors.

KEYWORDS: Competitive advantage, SWOT, Specialization.