

the best Solutions to assist the organization achieving its objectives as well as developing its abilities what will maximize the value to the organization and its customs.

Discussion and explanation of the topic

1. Competitive Advantage Creation

The competitive advantage is considered to be divided into three main elements, which are the sources of advantages, positional advantage, and performance outcomes. Within the sources of advantage, the marketing management the organization would be focusing on the identification of the sources, where the competitive advantage would be attained, whether from superior skills or from superior resource. On the other hand, within the positional advantage, the marketing management of the organization would be focusing on the setting of the organizational products, services and brand with the required position, from the customers' perspective, which would be based on the superiority of the organization to provide customers value or the ability to provide lower relative costs. The final element would be including the rate of the customers' satisfaction, as well as the growth of the customers' loyalty, the enlargement of the organizational market share, and the profitability maximization. At the end, the profits that had been collected should be directed for the reinvestments of the organizational capabilities to grow the competitive advantage of the company. For instance, it would be focusing on the enhancement of the sources of the advantages. This ensures that the creation of the competitive advantage would be a continuous process, which would be leading to the sustainability of the organizational superiority (Day & Wensley, 1988). One of the main sources of the competitive

promotional strategy. For example the marking of the product should be revealing the competitive advantage of the company in an indirect way, so that they will be effective in influencing customer Behaviour. If the competitive advantage of the company is low prices, this could be highlighted in advertising promotions and interaction between their company and the customers. This is why marketing is considered to be a communication process what will be devoted for communicating messages to the customers to guarantee their understanding and awareness of organizational competitive advantage (Paley, 1999).

Critical discussion of the issues and challenges related to your topic and expected developments in the future

The success of the company can be achieved information about the customer's name values that the company needs to build a competitive advantage in. One of the main problems that can be witnessed by the company during the communication process is considered to be the noise, which would be resulted from The different communication that is conducted by the competition and make me make The customer do not focus on the messages that are being communicated by The organization (Harrison & Donnelly, 2010). One of the solutions that can be used for handling of this problem is considered to be Innovation between The creation of a direct relationship and communication channels between the company and its customers which will enhance the privacy and allow the company to develop my understanding of the customers and the company Without any intervention from the computer which will make the communication process more effective and with increase Advantages that can be gained by both parties (Thomas & Egan, 2010). Another problem that can be