

Strategic Positioning

Alternatively, the businesses that make uniqueness its strategic plan must invest and deliver differentiated products that competitor cannot match.

And most important, the determination to persist with its strategic positioning is visible in its efforts to build competitive advantages at every stage of the value chain.

Good control leads to serving the multiple purposes of generating cash flow for new investments, of targeting emerging high-growth opportunities of keeping pace with changing trends in consumer demand and of allowing the group to leverage its core strength.

The higher the contribution to the total turnover made by stable business, ideally with high market shares in low growth, low competition markets, the more solid is the foundation of group for survival in future.

An efficient control on organization should create a balance between businesses that will generate funds and those that will demand investments with a skew on either side weakening the survival potential.

