OCTOBER 26, 2004

EVENING
TANGIBLE: Plant equip, location, $.
INTANGIBLE: Process, intel. capital, org. culture, mgmt.

Resource → Core competency → Capability → CA → SCA

Competitive
the five generic strategies discussed in Chapter 5.)

Assess the company’s relative performance using the three tests for a winning strategy.
(Refer to Chapter 2, pages 68 and 69.)
- Goodness of fit
- Competitive advantage
  (You must answer question 2 below before analyzing the company’s competitive advantages.)
- Performance
  (You must address the objectives question and financial analysis question below before you analyze the company’s performance.)

To address GOF, you must analyze the SWOT. If the majority of the interactions are in the S-O quadrant, the company has a good fit. For the CA test, you must first complete question 2 in Chapter 4. Your responses to the four tests of competitive value determine whether or
### Analysis

<table>
<thead>
<tr>
<th>What is the company's competitive scope</th>
<th>COMP. SCOPE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stages of the industry's production-distribution channel operates, geographic market coverage, and size and composition of the customer base?</td>
<td>(BCP)</td>
</tr>
<tr>
<td>Please add other facets of competitive scope as necessary.</td>
<td></td>
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</tbody>
</table>

You are supposed to examine the company’s competitive scope from the perspective of how the competitive scope is a competitive capability within the overall framework of how well is the current strategy working. From your analysis, identify the particular strengths or weaknesses associated with the competitive scope strategy.

| What are the functional strategies | 1L OP OL S#1 | CS |
|-----------------------------------|--------------|
| Production, Marketing, Finance, Human resources, R&D. | | |
competitive scope strategy.

What are the functional strategies?
- Production
- Marketing
- Finance
- Human resources
- R&D
- Etc.

Start by listing the functional areas, then provide the facts associated with each of the areas. Finally, conduct your analysis and determine how well the functional areas are working and the associated
