



# KEUNGGULAN KOMPETITIF

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# c O m P E T i T i v E A D v A N T A G E

Performing a SWOT analysis allows firms to identify their **competitive advantage**. A competitive advantage is a set of unique features of a company and its products that are perceived by the target market as significant and superior to those of the competition. It is the factor or factors that cause customers to patronize a firm and not the competition. There are three types of competitive advantage: cost, product/service differentiation, and niche

# Cost Competitive Advantage

Having a **cost competitive advantage** means being the low-cost competitor in an industry while maintaining satisfactory profit margins. Costs can be reduced in a variety of ways:

- Efficient labor
- No-frills goods and services
- Government subsidies
- Product design (Cutting-edge design technology can help offset high labor costs. BMW is a world leader in designing cars for ease of manufacture and assembly)
- Reengineering (Reengineering entails fundamental rethinking and redesign of business processes to achieve dramatic improvements in critical measures of performance)

- **Production innovations** (Production innovations such as new technology and simplified production techniques help lower the average cost of production. Technologies such as computer-aided design (CAD) and computer-aided manufacturing (CAM) and increasingly sophisticated robots help companies such as Boeing, Ford, and General Electric reduce their manufacturing costs )
- **New methods of service delivery**

# Product/Service Differentiation

## Competitive Advantage

the provision of something that is unique and valuable to buyers beyond simply offering a lower price than that of the competition

Examples include brand names (Lexus), a strong dealer network (Caterpillar for construction work), product reliability (Maytag appliances), image (Neiman Marcus in retailing), or service (Zappos).

# Niche Competitive Advantage

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seeks to target and effectively serve a single segment of the market

# Building Sustainable Competitive Advantage

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an advantage that cannot be copied by the  
competition






# YOUR TASK !

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**Buat PAPER (WAJIB) maksimal 5 halaman dengan komponen keunggulan kompetitif yang sudah dijelaskan pada materi.**

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# THANK YOU!

ANY QUESTIONS?