1 Defines the source of competitive advantage.

Business-Level Strategy
(Porter's Generic Strategies)

Cost Leadership Strategy
- Lowest-cost provider
- Operational excellence
- Economies of scale
- Process efficiency
- Value pricing
- Lean operations

Differentiation Strategy
- Product quality leadership
- Innovation leadership
- Technology leadership
- Design leadership
- Service excellence
- Brand prestige
- Sustainability leadership
- Customer experience leadership

Focus (Niche) Strategy
- Geographic focus
- Demographic focus
- Industry focus
- Luxury segment focus
- Budget segment focus
- Specialist product focus

Hybrid Strategy
- Cost Leadership + Differentiation
- Differentiation + Focus
- Cost Leadership+ Focus

2 How and where the business expands.

Growth Strategy
(Based on the Ansoff Matrix)

Market Penetration
Existing products → Existing markets
- Increase market share
- Increase customer acquisition
- Increase purchase frequency
- Competitive displacement
- Loyalty programs
- Pricing strategies
- Promotional campaigns

Market Development
Existing products → New markets
- Geographic expansion
- International expansion
- New customer segments
- New distribution channels
- New sales territories
- B2B expansion
- B2G (government) expansion

Product Development
New products → Existing markets
- New product launches
- Product line extensions
- Service expansion
- Product upgrades
- Bundled solutions
- Premium versions
- Subscription offerings

Diversification
New products → New markets
- Related diversification
- Unrelated diversification
- Vertical integration
- Horizontal integration
- New business units
- Strategic acquisitions

3 How the chosen strategy will be put into action in practice.

Implementation / Execution Strategy

Digital-First
- E-commerce
- Digital lead generation
- Marketing automation
- CRM systems
- AI implementation
- Data-driven marketing
- Social media growth
- SEO & content marketing

Omnichannel
- Integrated customer journey
- Online-to-offline experiences
- Unified CRM
- Cross-channel communications
- Consistent brand experience
- Multi-touchpoint engagement

Partnerships
- Strategic alliances
- Joint ventures
- Influencer partnerships
- Affiliate marketing
- Distribution partnerships
- Technology partnerships
- Co-branding initiatives
- Referral partnerships

Customer Retention
- Loyalty programs
- Membership programs
- Customer success initiatives
- CRM enhancement
- Upselling & cross-selling
- Community building
- Referral programs
- Customer experience improvements

Innovation-Led Execution
- Continuous R&D
- Product innovation
- Service innovation
- Innovation culture
- Technology adoption

Operational Excellence
- Process optimization
- Lean management
- Quality management
- Supply chain optimization
- Automation
- Cost reduction initiatives

Sustainability-Led Execution
- ESG initiatives
- Green operations
- Ethical sourcing
- Carbon reduction programs
- Community impact initiatives

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