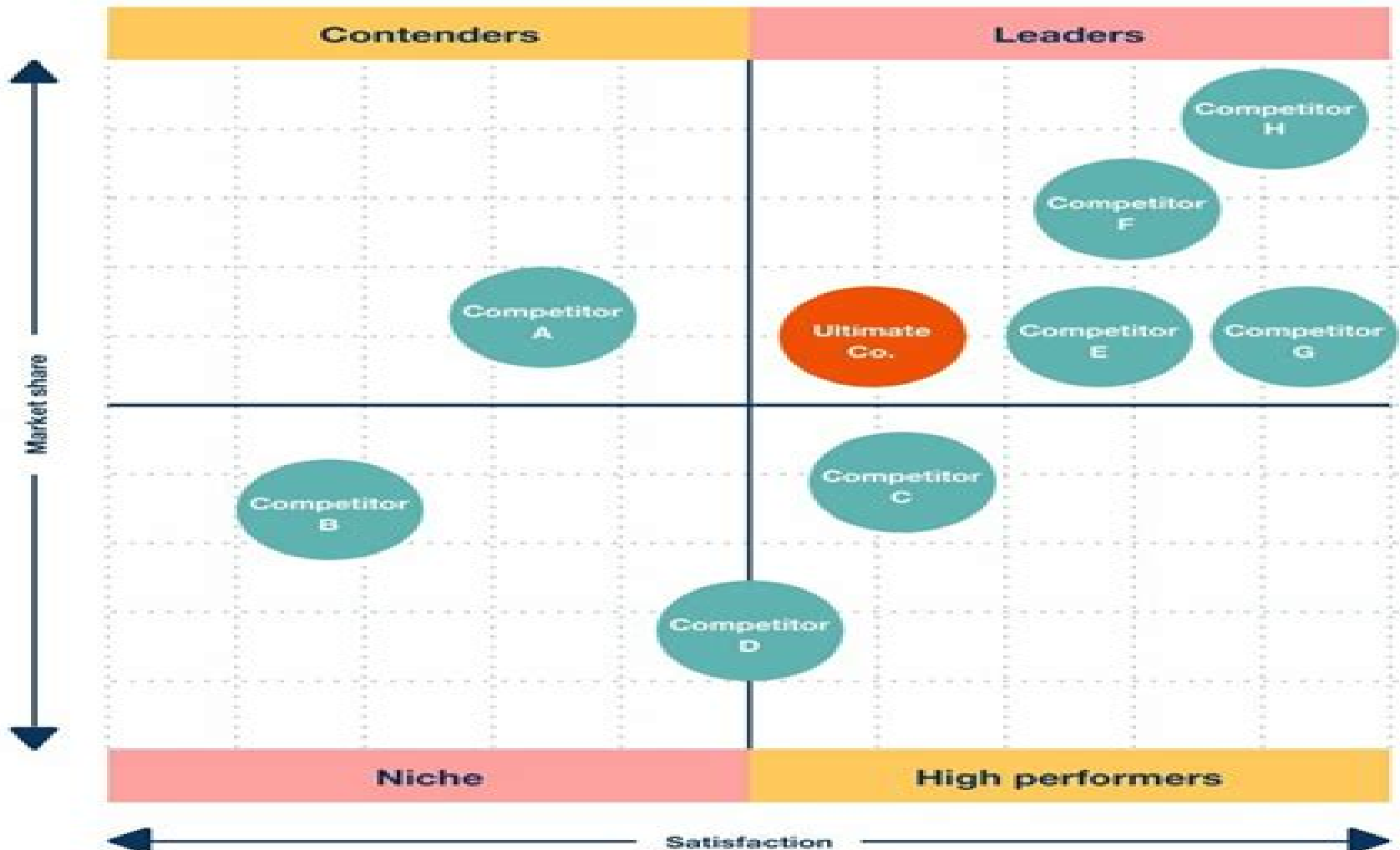


# Competitive Analysis

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# Strategic Competitive Analys

**Ken G. Smith, Curtis M. Grimm, Martin  
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Laouisset,2012-05 In formulating business strategy managers must consider the strategies of the firm s competitors Competitor analysis has two primary activities first obtaining information about important competitors and second using that information to predict competitor behavior The goal of competitor analysis is to understand with which competitors to compete competitors strategies and planned actions how competitors might react to a firm s actions and how to influence competitor behavior to the firm s own advantage Porter s competitive analysis framework is based on the following four key aspects of a competitor first competitor s objectives second competitor s assumptions third competitor s strategy and fourth

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*The Strategic Competitor Analysis Model* Deborah Ellen Rosen, 1997 **Strategic Options of Non-profit and For-profit Organisations in the German General Aviation Industry** Jürgen Krieg, 2013-02-05 Master's Thesis from the year 2011 in the subject Business economics Business Management Corporate Governance grade C Henley Business School University of Reading course Strategie Marketing language English abstract The focus of this thesis is on the mixed industry namely the German general aviation industry especially on its NPOs Clubs and what drives their strategic approaches. The research question was to investigate potential strategic growth options for NPOs in the German general aviation industry the factors that influence the selection of a specific growth strategy and the higher success rate among the growth strategies. This thesis derived the three objectives a The favour of NPOs for a certain strategy strategic direction b the impact of specific growth strategies on NPO performance and c the impact of macro and micro environmental and internal factors on the NPOs chosen growth strategy. The content regarded both macro and micro environmental factors and how they are perceived by the NPOs for the German general aviation industry the growth strategies and generic strategies they follow as well as the market performance they achieve.

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