



Class Problem 1.1: Industry Attractiveness and Competitive Strength



Visual 1-25

Introduce the matrix on the opposing page, which shows four quadrants related to the degree of industry attractiveness versus strength among competitors. Have participants fill in each quadrant with the appropriate strategic action a company should consider taking if it's in that quadrant. The choice of actions is listed at the bottom of the participant workbook page.



Solution:

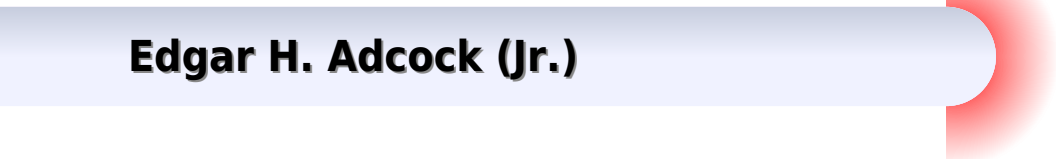


Visual 1-26

Competitive Strength Relative to Rivals	High	• Protect current position • Invest cautiously • Look for opportunities in other industries	• Invest aggressively • Make long-term improvements
	Low	• Find a buyer • Horizontal integration • Look for opportunities in other industries	• Invest cautiously • Value chain efficiency • Horizontal or vertical integration
		Low	High
		Industry Attractiveness	

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