

Download Sustainable Competitive Advantage

In business, a competitive advantage is the attribute that allows an organization to outperform its competitors. A competitive advantage may include access to natural resources, such as high-grade ores or a low-cost power source, highly skilled labor, geographic location, high entry barriers, and access to new technology. Competitive Advantage. When a firm sustains profits that exceed the average for its industry, the firm is said to possess a competitive advantage over its rivals. As a small business owner you want to seek out the best and brightest employees, but how do you compete with big business? Here are a few tips that will give your business the competitive edge in recruiting and hiring. Benefits. Sustainable competitive advantage is the engine of your strategic business success and the focal point of your corporate strategy.