

Case Study: *Competitive Advantage in the Enterprise Performance*

Review the article: Daniela, P. A. (2014). Competitive advantage in the enterprise performance. *Annals of the University of Oradea, Economic Science Series*, 23(1), 524-531.

Through research from sources provided in the course and from academic and scholarly resources outside of the course, evaluate and discuss the following elements:

1. Analyze two competitive advantage management strategies that are effective in creating an organizational advantage through elevating enterprise performance
2. Determine strategies that will create effective leadership for an organization to gain and maintain a competitive advantage.
3. Apply competitive advantage management strategies that will strengthen internal and external organizational relationships and create organizational growth to your organization (or a former one).

Case Study: Competitive Advantage in the Enterprise Performance

Rapid changes in market characteristics and the technological innovations are common and faster challenges, resulting in products, processes and technologies. The competitive advantage is volatile, difficult to obtain and more difficult to maintain and strengthened with consumers who through their individual choices polarization confirms the recognition performance and award competitive advantages, thus causing the competitive ranking of companies present in a particular market. The competitive advantage lies in the focus of the performance of companies in competitive markets and innovation is a source for obtaining and consolidating it. Companies will need to demonstrate the capacity to adapt to changes in the business environment so as to maintain the held positions. This paper treats this aspect behavior that companies should adopt to get on the account of innovation a sustainable competitive advantage. I started of the work in the elaboration from the theory of developed by Michael Porter in his book "Competitive Advantage: Creating and Sustaining Superior Performance" we applied methods listed thus trying to point out possible ways of creating competitive advantage by companies. We have presented the sources of competitive advantage and the factors on which depends its creation. Walking theoretical research revealed how lack of competitive advantage leads to a lack of competitiveness of companies and the benefits that arise with the creation of this type of asset. Among the most important benefits is to increase performances. Once the competitive advantage is achieved, it must be maintained and updated market conditions and the methods that can be created asustainable competitive advantage represent the answers to many of the companiesquestions are fighting for survival in an environment of fierce competition. Theimplementation of methods for obtaining competitive advantages, but also exist dangers,that every company should know them once they develop a strategy for obtaining acompetitive advantage. The

purpose of this paper is to present the importance of having competitive advantage; the ways in which it can be obtained and hazards that may arise with its implementation by companies.