

# GENERIC COMPETITIVE STRATEGIES

F R V H A M I N T G K S I R P R T F M Y S P H I  
I S G U W E C O S T D R I V E R C O G X Z R H G  
C V H M N F L T D K A W P R C J X C S R R O A L  
B L P V K V X T N O N F E E O K E U E F C D N T  
I Y P V M N K I A E G Q R D C T C S U B N U D N  
S G J H I F K U M W N K F I A L I E R W O C B O  
E E I J A M A V E N I V O V N O V D H A I T A I  
U T N L V O M S D L S D R O G W R D C P T O G H  
N A X J P A Z I Q Y I W M R O C E I T K A P S S  
R R C P I P S U G I T N A P C O S F I Z I E T A  
L T K O K H X O X Y R Z N T Y S R F B B T R S F  
E S W U S L T L C B E J C S S T E E W U N A O R  
A E Q Z I T M A C J V J E O S P M R T S E T C E  
T V L O H R A A A L D I V C E R O E D I R I W N  
H I E C I R P D R B A V X T N O T N R N E N O G  
E T M Z S E Q S V K R S Q S N V S T F E F G L I  
R I O O P C D I H A E A Y E E I U I O S F P D S  
O T Q S V V H U W Q N T N B H D C A R S I R E E  
O E P U Y C F P S V N T N D M E S T T P D O S D  
V P Y M A R K E T I N G A I I R I I U O D F U U  
O M F W N L F P W R B J L G C N F O N L A I C J  
X O Q T H H I G F W L M B J E H G N E I O T O Z  
B C I N D U S T R Y Z M S M K A E T S C R A F W  
L Z C I U N S B Y H Z A X L U X U R Y Y B A N V

FOCUSED DIFFERENTIATION  
BEST COST PROVIDER  
FOCUSED LOW COST  
HENNESSY COGNAC  
LOUIS VUITTON  
COST DRIVER  
INDUSTRY  
BRANDING  
LEATHER  
PRICE

BROAD DIFFERENTIATION  
LOW COST PROVIDER  
DESIGNER FASHION  
BUSINESS POLICY  
MARKET NICHE  
ADVERTISING  
HANDBAGS  
PRODUCT  
LUXURY  
RISK

COMPETITIVE STRATEGY  
OPERATING PROFIT  
CUSTOMER SERVICE  
COST ADVANTAGE  
PERFORMANCE  
MARKETING  
FORTUNES  
QUALITY  
DEMAND  
LVMH