

Name: _____ Date: _____

Generic Business Strategies

1. CKSUTRSBA _____
2. TENIOTANFFRDIEI _____
3. ERTGASYT _____
4. TCEVPTEIIOM _____
5. IARSVL _____
6. TEGART TMERAK _____
7. SRCUTEOM IRVECSE _____
8. YUILTAQ _____
9. IRESUOPR LVEUA _____
10. CPEIR _____

Word Bank

Strategy
Starbucks
Price

Quality
Competitive
Customer service

Superior value
Rivals

Differentiation
Target Market