

Periodic Table of Business Strategy

Rt Traditional Retailer	Lo Low Cost Provider	Av Selection & Availability	Pm Premium Branding	X Build & Expand	Ma Mergers & Acquisitions	Vi Vertical Integration
Rn Non-Traditional Retailer	Ss Service & Support	Q Performance & Quality	C Customization	Ip Proprietary Technology	Ne Network Effects	Cl Contract Lock
T Trader	L Landlord	Sg Customer Segmentation	Ge Geographic Segmentation	Lb Lobbying	Is Incentives & Subsidies	Co Cooperation
B Broker	Mf Manufacturer	Rd R&D Shop	Ti Tinkerer	Es Economies of Scale	S Supply	D Demand
Wh Wholesaler	Md Manufacturer Direct	Cp Content Producer	A Artist/Writer	I Superior Access to Information	Gp Government Protection	Oe Operational Efficiency

Business Model

How a company is structured and its methods for maximizing revenue and profits.

Strategy

How the company will engage competitors, identify and segment customers, and respond to the actual market environment.

Competitive Advantage

A fundamental advantage that cannot be replicated or easily overcome by a competitor.