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Focus on a particular segment, product, or market: The ultimate competitive strategy is to choose a specific buyer profile, geographical area, or product niche that allows you to achieve scale gains. Pepsi, for example, is a case of a company that has managed to restructure

itself by adopting a strategic focus.

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Competitive strategy, Michael E. Porter, The Free Press ...

One competitive force always captures essential issues in the division of value. There are three generic competitive strategies for coping with the five competitive forces: (1) overall cost leadership, (2) differentiation, and (3) focus.

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He was also a founder of the strategy and management consulting firm, Monitor Group. Professor Porter is best known for his landmark books that defined the field of Strategy - Competitive Strategy: Techniques for

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Analyzing Industries and Competitors (1980) and Competitive Advantage: Creating and Sustaining Superior Performance (1985).

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