



*Training Course:  
Strategy: Building & Sustaining Competitive  
Advantage*

*17 - 21 June 2024  
Kuala Lumpur (Malaysia)  
Royale Chulan Kuala Lumpur*

## Training Course: Strategy: Building & Sustaining Competitive Advantage

Training Course code: LS234979 From: 17 - 21 June 2024 Venue: Kuala Lumpur (Malaysia) - Royale Chulan Kuala Lumpur Training Course Fees: 4950 € Euro

### Introduction:

- Define competitive advantage and its importance in business strategy
- Discuss different types of competitive advantages
- Review the benefits and challenges of building and sustaining competitive advantage
- Explain how to implement a successful competitive advantage strategy

### Objectives:

By the end of the training program, participants will be able to:

- Understand the concept and benefits of competitive advantage
- Identify and evaluate relevant competitive factors
- Develop and implement a competitive advantage strategy
- Analyze and interpret competitive factors to inform business decisions
- Communicate findings and recommendations to stakeholders

### Target audience:

This training program is designed for business executives, managers, and strategists who are involved in developing and implementing competitive advantage strategies.

### Outlines:

Day 1:

Introduction to Competitive Advantage

- Understanding competitive advantage: definition and types
- Identifying relevant competitive factors
- Mapping your organization's competitive landscape

#### Day 2:

##### Competitive Analysis

- Industry and market analysis
- SWOT analysis and competitive positioning
- Competitive intelligence gathering and analysis

#### Day 3:

##### Value Proposition and Differentiation

- Creating a unique value proposition
- Developing and communicating differentiation strategies
- Identifying and leveraging core competencies

#### Day 4:

##### Innovation and Continuous Improvement

- Understanding the role of innovation in competitive advantage
- Developing a culture of continuous improvement
- Implementing lean and agile methodologies

#### Day 5:

##### Case Studies and Wrap-up

- Reviewing real-world examples of successful competitive advantage strategies
- Discussing lessons learned and best practices
- Q&A and course evaluation



## Registration form on the Training Course: Strategy: Building & Sustaining Competitive Advantage

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Full Name (Mr / Ms / Dr / Eng): .....  
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### Company Information

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### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
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### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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