



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

*5 - 9 October 2026  
Amsterdam (Netherlands)*

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

Training Course code: LS234979 From: 5 - 9 October 2026 Venue: Amsterdam (Netherlands) - Training Course Fees: 5775 € Euro

### Introduction

In today's competitive business environment, developing and sustaining a competitive advantage is essential for long-term success. This program explores the concept of competitive advantage, its types, and how to effectively build and sustain it. By understanding the core principles behind competitive advantage, participants will learn how to implement strategies that not only differentiate their organizations but also provide a solid foundation for enduring success.

### Objectives

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

- Understand the concept and significance of competitive advantage
- Identify and evaluate the key factors that influence competitive advantage
- Develop and implement a competitive advantage strategy for their organization
- Analyze competitive factors to inform decision-making
- Effectively communicate findings and recommendations to key stakeholders

### Target Audience

This training program is designed for:

- Business Executives responsible for strategic decision-making
- Managers involved in developing competitive advantage strategies
- Strategists seeking to enhance their skills in competitive positioning
- Leaders looking to build and sustain a competitive edge in their industries

### Program Outline

#### 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

Training Course code: LS234979 From: 5 - 9 October 2026 Venue: Amsterdam (Netherlands) - Training Course  
Fees: 5775 € Euro

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

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.