



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

*21 - 25 December 2026  
Lisbon (Portugal)*

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

Training Course code: LS234979 From: 21 - 25 December 2026 Venue: Lisbon (Portugal) - Training Course Fees: 6050 € 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

### Delegate Information

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

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

### Person Responsible for Training and Development

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

- Please find enclosed a cheque made payable to Global Horizon
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### Easy Ways To Register

Telephone:  
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