



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

*6 - 10 July 2026
Casablanca (Morocco)*

Training Course: Strategy: Building & Sustaining Competitive Advantage

Training Course code: LS234979 From: 6 - 10 July 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € 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

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