

# [Case study of the competitive advantage](https://assignbuster.com/case-study-of-the-competitive-advantage/)

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I am grateful to the supervisor who guided me to the finish line (vulva): Associate Professor Dry.

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The research findings revealed that: the management of Phelps are not deliberate and systematic in their strategic planning, basing their decision more on intuition, although they do take stock of the external and internal factors affecting their institution.

The five competitive forces espoused by Porter (1980) were found to be applicable in the study and depending on their strength, these forces do influence the competitiveness of Phelps. In addition, the Phelps do try to exploit their internal resources to deal with the competitive forces and make their institutions more competitive. The study also discovered that in order to be more competitive, the Phelps adopted the differentiation focus strategy in their early years of establishment, after which there were attempts to switch to the differentiation strategy.

It was also revealed that the distinctive competencies of Phelps which could confer on them competitive advantage were mostly temporary and hence, the competitive advantage accrued was not sustainable. Finally, the market success AT Phelps was talent an ten success AT jean PHEW was measures against a number of indicators. Overall, it was discovered that the Peeps in the study ere struggling to make ends meet.

The implications of the findings are discussed and recommendations made to the Phelps and higher education policy-makers to improve the competitiveness of Phelps and to make them providers of quality higher education; and to researchers on the directions of related future research.

Introduction The primary aim of this study was to examine and describe the competitive advantage of private higher educational institutions (Phelps) operating in a geographically ‘ isolated’ and comparatively limited market through a case study of our Phelps in the city of Couching, Karakas. The study also sought to identify some of the key factors that enabled Phelps to develop and attain competitive advantage in order to survive or prosper in a highly competitive higher education industry. This introductory chapter outlines the background, purpose and objectives of the study, as well as the research questions the study sought to address.

It also discusses the significance and implications of the study, both for theory and for practice on the part of Phelps, for public policy-making, and recommendations for elated future research.

1. 1 Background of the problem The private sector is increasingly expected to play a more prominent role in developing the nation’s human resource base, especially in education and training. The role the sector is expected to play in contributing towards Malaysia’s human resource development efforts to create a strong human resource base is best reflected in the following statement: the participation of the private sector, particularly at the tertiary level will be intensified. The private sector will be encouraged to set up more new institutions and