**Cost advantage vs Differentiation in Business**

Order 1624221

Description

Utilizing 1” margins, 12-point font, double-spacing, and a works cited page (does not count in total of pages) complete a 3.5 – 4.5-page compare and contrast of two companies. One company should use a cost advantage business-level strategy and the other company should use a differentiation strategy. The two companies must come from the same industry. You are free to choose companies from any industry, but make sure they are from the same industry. For instance, Walmart and Costco are in the big box retail industry where one pursues a cost advantage strategy and the pursues a differentiation strategy. Please see the specific requirements for each section listed below.   I. Discuss the Company Pursuing a Cost Advantage Business-level Strategy (1 – 1.5 pages; Please use in-text citations and 4-6 cited sources; Do not use direct quotes of any kind.) a. Describe the company. Discuss the industry and the position they have in the market place. b. Discuss the source or sources the company uses to pursue a cost advantage business-level strategy. c. Discuss the financial performance of the company (Is the company profitable? Are they expanding? How is their performance compared to other companies in the industry? Feel free to discuss anything that reflects on the company’s financial performance. This section should contain various indicators). d. Discuss challenges/issues the company faces.   II. Discuss the Company Pursuing a Differentiation Business-level Strategy (1 – 1.5 pages; Please use in-text citations and 4-6 cited sources; Do not use direct quotes of any kind.) a. Describe the company. Discuss the industry and the position they have in the market place. b. Discuss the source or sources the company uses to pursue a differentiation business-level strategy. c. Discuss the financial performance of the company (Is the company profitable? Are they expanding? How is their performance compared to other companies in the industry? Feel free to discuss anything that reflects on the company’s financial performance. This section should contain various indicators).