

The company uses a combination of market directional strategies, including market share, product leadership, and market development. Market directional strategy is a business strategy that focuses on capturing a significant share of the market by selling large volumes of products or services. The goal of this strategy is to become the market leader and achieve a dominant position in the industry. Market share is often considered a key metric for measuring the success of a business, as it indicates the percentage of the total market that a company has captured. Product leadership is another type of directional strategy that focuses on developing and promoting high-quality products or services that are superior to those offered by competitors. The goal of this strategy is to create a loyal customer base that is willing to pay a premium for the company's products or services. Product leadership is often used in industries where innovation and quality are important, such as technology or luxury goods. Market development is a type of directional strategy that focuses on expanding a company's presence in new markets. The goal of this strategy is to increase the company's revenue by selling more products or services to new customers. Market development is often used by companies that have reached the saturation point in their existing markets and are looking for new opportunities for growth. The company justifies the use of these directional strategies because they are all aimed at increasing the company's market share, product quality, and customer base. By using these strategies, the company can achieve its goal of becoming the market leader in its industry and increasing its profitability. Market directional strategy is a business strategy that focuses on capturing a significant share of the market by selling large volumes of products or services. The goal of this strategy is to become the market leader and achieve a dominant position in the industry. Market share is often considered a key metric for measuring the success of a business, as it indicates the percentage of the total market that a company has captured. Product leadership is another type of directional strategy that focuses on developing and promoting high-quality products or services that are superior to those offered by competitors. The goal of this strategy is to create a loyal customer base that is willing to pay a premium for the company's products or services. Product leadership is often used in industries where innovation and quality are important, such as technology or luxury goods. Market development is a type of directional strategy that focuses on expanding a company's presence in new markets. The goal of this strategy is to increase the company's revenue by selling more products or services to new customers. Market development is often used by companies that have reached the saturation point in their existing markets and are looking for new opportunities for growth. The company justifies the use of these directional strategies because they are all aimed at increasing the company's market share, product quality, and customer base. By using these strategies, the company can achieve its goal of becoming the market leader in its industry and increasing its profitability. Final answer: The company uses a combination of market directional strategies, including market share, product leadership, and market development. Market directional strategy is a business strategy that focuses on capturing a significant share of the market by selling large volumes of products or services. The goal of this strategy is to become the market leader and achieve a dominant position in the industry. Market share is often considered a key metric for measuring the success of a business, as it indicates the percentage of the total market that a company has captured. Product leadership is another type of directional strategy that focuses on developing and promoting

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