The Generic Strategies by Michael Porter.Companies may also achieve a comparative advantage by opting for a niche marketing approach with a narrow emphasis; a general board focuses strategy (by targeting certain consumer groups with products) or an industry-wide strategy (by offering products to maximum market segments).(Pearson, Gordon) Companies can gain a strategic edge by lowering prices or differentiating their products from rivals in the most valued measurements.The generic strategic options available vary depending on the form and scale of competitive advantage.Distribution and brand equity are two major competitive advantages for Cadbury.

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