**Competitive strategy, Geographic Scope, and Decision Models Response**

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Date

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**Response to Domenica**

The competitive advantage can be built by five generic competitive strategy options namely: low-cost provider strategy, broad differentiation strategy, focused differentiation strategy, focused low-cost strategy, and a best-cost provider strategy (Gamble et al, 2019). Organizational strategies have to be matched to the internal situation by an appropriate set of resources, understanding, and competitive ability to be successful (Liu et al., 2019). The geographic scope of an organization determines its competitive advantage. The market position of a company can be boosted by mergers and acquisitions. Necessary changes have to be introduced in an organization through determining a pivot point (Rumelt, 2011). The competitive advantage of a company can be increased by distribution scope. The Chasm-Diffusion model discusses how some ideas trend among customers while others disappear (Krogerus et al., 2018).

I agree with you that low-cost strategies lead to the use of cheap raw materials and traditional methods of producing goods and services. Most traditional methods of production harm the environment (Liu et al., 2019). The business will only focus on the low-cost side and forget about the effect of the methods on the environment. Indeed, business institutions can use mergers and acquisitions to strengthen their competitive advantage (Rumelt, 2011). Small businesses offering the same good or service can merge to form a big business organization that will compete fairly in the market. Big businesses can also minimize competition by acquiring some businesses offering similar products or services. Mergers and acquisitions allow for an increase in scale and scope.

**References**

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