

In this scheme, firms are classified based on their market share or dominance of an industry. Typically there are three types of market dominance strategies.



Market Dominance Strategies

Leader
Challenger
Follower

Horizontal Integration

Vertical Integration

Diversification

Intensification



Marketing Strategy

Innovation Strategies



Pioneers
Close followers
Late followers

Product Differentiation

Market Segmentation

Miscellaneous

Generic Strategy Framework



Strategy on the dimensions of strategic scope and strategic strength. Strategic scope refers to the market penetration while strategic strength refers to the firm's sustainable competitive advantage.



Growth Strategies

In this scheme we ask the question, "How should the firm grow?". There are a number of different ways of answering that question, but the most common gives four answers.