

Session 05 Video Press Mon 94.07.20 competitive advantage

Competitive advantage = sth which makes people buy your product or service

Develop Competitive advantage

Agenda = what you plan to do

Get down to that essence = focus on the target

What are you **best** at? Expert, professional

Deliver values to your customers = ارزش آفرینی

Components = parts, ingredients

The core = the main thing

Productize = turn an idea into a product

Franchise = a branch of a business

Pretty consistent process = not changing a lot

Esoteric in nature = strange or bizarre

A healer process = a process which cure

Don't be afraid to ask your employees

They trademarked it as well

G,O,M,V = goal, objective, mission, vision

That's a pretty low bar = low expectation

It hit the spot = it was pleasant

Neck and neck = very close competition

Good luck