

Module 1
Section C: Developing and Managing Organizational Strategy

Term
Business strategy

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A plan for choosing how to compete. Business strategies can be classified into three general categories: (1) least cost, (2) differentiation, and (3) focus.

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Term
Order qualifiers

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Those competitive characteristics that a firm must exhibit to be a viable competitor in the marketplace.

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Term
Order winners

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Those competitive characteristics that cause a firm's customers to choose that firm's goods and services over those of its competitors.

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Term
Product profiling

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A graphical device used to ascertain the level of fit between a manufacturing process and the order-winning criteria of its products. It can be used at the process or company level to compare the manufacturing capabilities with the market requirements to determine areas of mismatch and identify steps needed for realignment.

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Term

Value-driven enterprise

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An organization that is designed and managed to add utility from the viewpoint of the customer.