



# Creating Competitive Advantages

Visualize your company as a castle and the moat as your competitive advantage points. The wider your moat, the more protected you are. All disciplines within the company should be involved in creating competitive advantages in order to create greater and greater advantages to separate your company from the competition. In addition, your team should continuously be exploring innovations that will propel you into the next level in your category and industry. When you have developed true competitive advantages you can fill in the blanks:

- “What we do really well is \_\_\_\_\_ and \_\_\_\_\_ and \_\_\_\_\_ and the competition can’t do it.”
- “In addition, we do \_\_\_\_\_ and \_\_\_\_\_ and \_\_\_\_\_ in a superior way.”
- “Our customers keep buying from us because \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.”

## Creating Competitive Advantages: Become a Large Moat Company (example of a Large Moat Manufacturing Company)

