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PITCH DECK

Competitive Advantage in Strategic Management



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PROFIL NARASUMBER



PENDIDIKAN

- 1991 – Diploma Hospitality Universitas Sahid
- 2010 – S.1 Hukum Universitas Islam Nusantara
- 2014 – S.2 Hukum Universitas Airlangga

ORGANISASI

- 2006 – 2007 Ketua APRINDO Jawa Timur
- 2008 – 2009 Ketua APRINDO Jawa Barat
- 2014 – 2024 Ketua Bidang PP FSP NIBA
- 2017 – 2022 MPO DPP KSPSI
- 2022 – 2027 Ketua Bidang DPP KSPSI
- 2022 – 2027 Ketua Umum PERDASI
- 2023 – 2027 Ketua Dewan Pakar PERPAD

SERTIFIKASI

- PERADI - Advocat
- Prasetiya Mulya – CBM HRM
- KELLY SERVICES - GPHR
- LSP BNSP - HRM
- LSP BNSP – QRMP

PENGALAMAN

Co-Founder & CEO PADIGITAL

2024-Now

Direktur Utama PT. Food Station Tjipinang Jaya

2020-2024

HR Director Goodyear Tires & Rubber

2019-2021

Regional HRBP Asia

HR Director Indonesia PZ Cussons Asia

2015-2018

Head of HR Upstream Goodhope Asia Holdings

2013-2015

Business Development Director

HR Director

Regional Operation Director Carrefour Indonesia

2007-2013



HELLO FRIENDS!

GREETING.... START WITH QUESTIONS

To Keep Growing, How to Make a Company Competitive?

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How to measure the realization of successful competitive advantage?





Definition

Example of Competitive Advantage

Component of Competitive Advantage

The three forms of generic competitive strategy

Source of Competitive Advantage

Benefit having Competitive Advantage

Measurement

Sample companies having Competitive Advantage

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What Is a Competitive Advantage?

Competitive advantage are factors that allow a company to produce goods or services better or more cheaply than its rivals.

These factors allow the productive entity **to generate more long term revenue or superior margins compared to its market rivals**. Competitive advantages are attributed to a variety of factors including cost structure, branding, the quality of product offerings, the distribution network, intellectual property, and customer service.



What are Some Examples of Competitive Advantage?

Competitive advantages come in many shapes and sizes. They include, but are not limited to, some of the following:

Company Culture, Reputation, Innovation

Access to natural resources not available to competitors

Highly skilled labor

Strong brand awareness, Business Partner

Access to new or proprietary technology

Price leadership, Economic Scale

Access to community & Sustainability





Components of Competitive Advantage

For a competitive advantage to be established, it is important to know the following:

Value proposition:

A company must clearly identify the features or services that make it attractive to customers. It must offer real value in order to generate interest.

Target market:

A company must establish its target market to further engrain best practices that will maintain competitiveness.

Competitors:

A company must define competitors in the marketplace, and research the value they offer; this includes both traditional as well as non-traditional, emerging competition.

To build a competitive advantage, a company must be able to identify its value proposition that will be sought after by the target market, which cannot be replicated by competitors.



The three forms of generic competitive strategy

1. Cost leadership

The goal of a cost leadership strategy is to become the lowest cost manufacturer or provider of a good or service. This is achieved by producing goods that are of standard quality for consumers, at a price that is lower and more competitive than other comparable product(s).

Firms employing this strategy will combine low profit margins per unit with large sales volumes to maximize profit. Companies will seek the best alternatives in manufacturing a good or offering a service and advertise this value proposition to make it impossible for competitors to replicate.

2. Differentiation

A differentiation strategy is one that involves developing unique goods or services that are significantly different from competitors. Companies that employ this strategy must consistently invest in R&D to maintain or improve the key product or service features.

By offering a unique product with a totally unique value proposition, businesses can often convince consumers to pay a higher price which results in higher margins.

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3. Focus

A focus strategy uses an approach to identifying the needs of a niche market and then developing products to align to the specific need area.



THE PRINCIPLES OF
"COMPETITIVE
STRATEGY"
<https://lifeandwork.blog/>



Strategy
Strategy
plan or method
achieve a goal
organization



Sources of Competitive Advantage

People

People are the driving force behind most competitive advantage. If your people are better at innovating, creating, producing and establishing relationships you may achieve competitive advantages.

Org Culture & Structure

Organizational culture is the shared habits, behavior, beliefs, mission, norms and symbols of your organization.

Processes & Practices

If you have superior methods of producing results you may enjoy competitive advantages. Processes and practices can be difficult for competitors to replicate.

Products & Intellectual Property

The design of the products can be a competitive advantage. However, this is typically easy for competitors to replicate. Intellectual property laws can protect your rights to product, technology and process designs.

Capital & Natural Resources

Capital and access to natural resources were traditionally the source of most competitive advantage.

Technology

Technology rose as a major factor in competitive advantage with the industrial revolution. At first, technology included industrial machinery, transportation technology, energy, office equipment and consumer products.



Benefits of Having a Competitive Advantage

Increased Market Share:

A competitive advantage can help the company capture a larger market share by attracting more customers.

Higher Profit Margins:

Unique attributes that set allow the company to charge premium prices, leading to increased profit margins.

Enhanced Brand Loyalty:

Customers are likelier to stick with a brand that consistently meets or exceeds expectations.

Better Resilience:

Businesses with a robust competitive advantage are better equipped to weather economic downturns and industry disruptions.

Attract Top Talent:

A reputable company with a competitive edge often attracts high-caliber employees, further strengthening the business

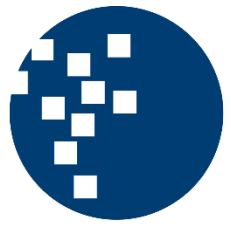




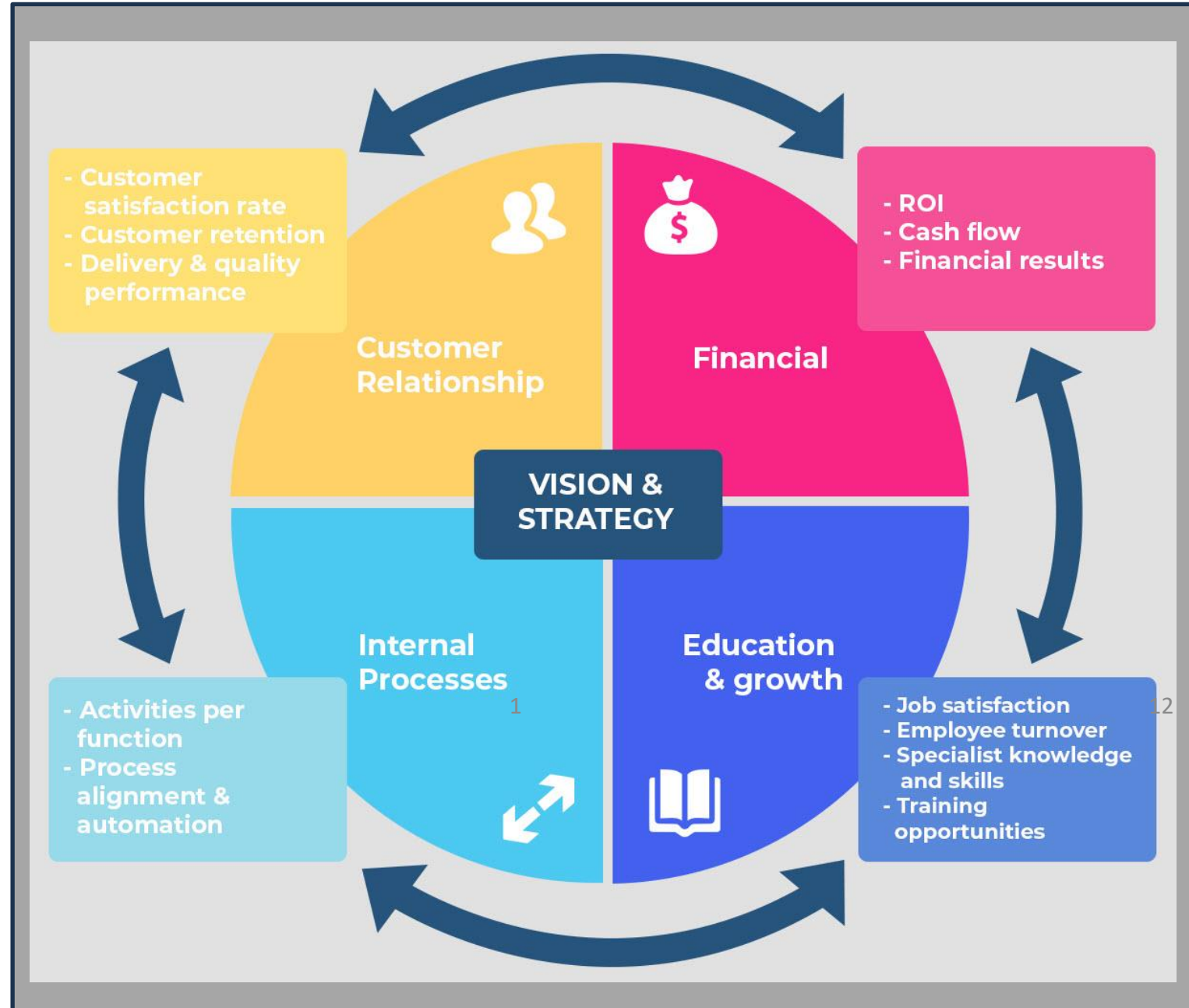
A Model of Competitive Advantage

A business is a value creation and distribution process. Before you can sell value to your customers, you have to first create it.

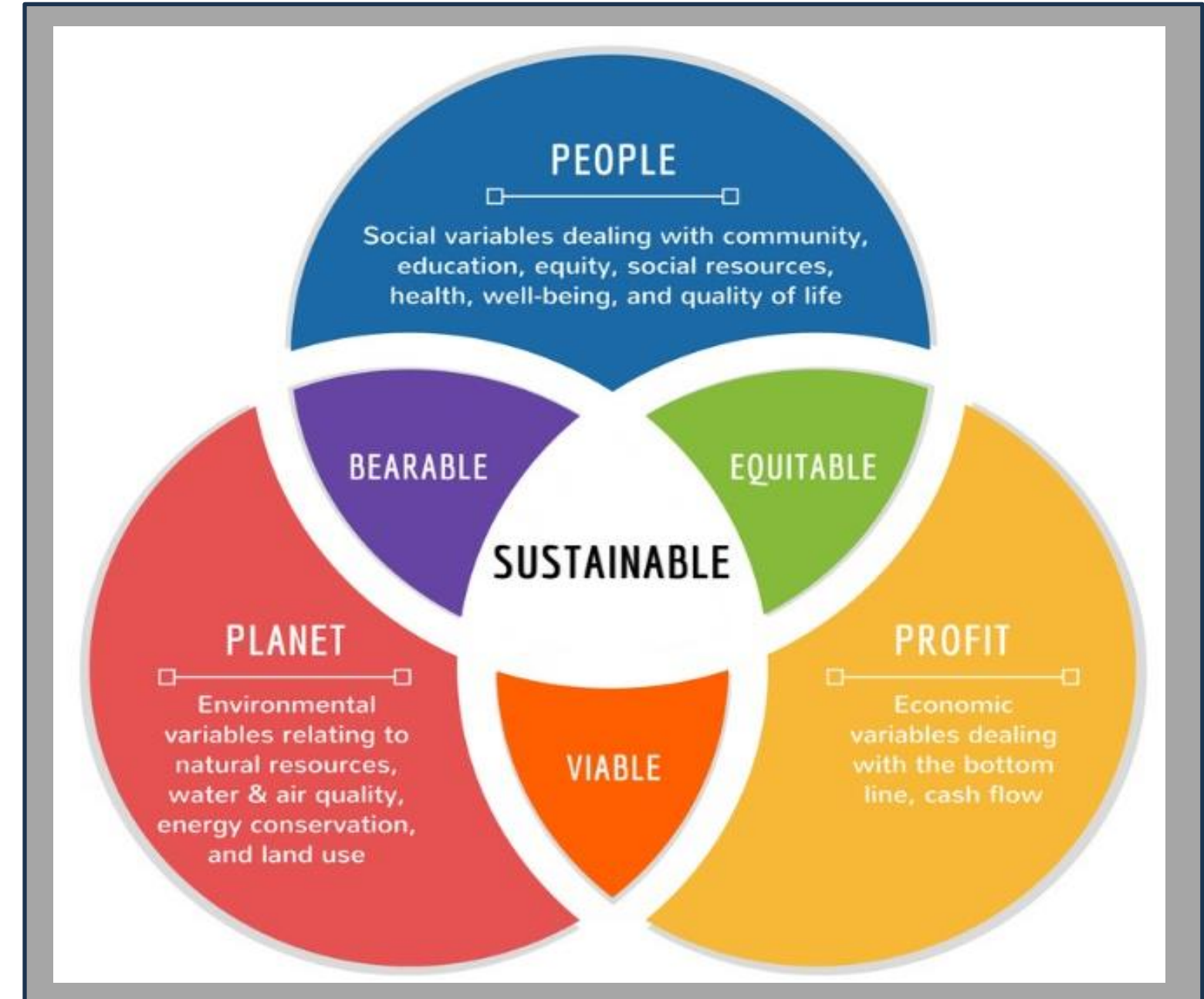




There are two tools used in measuring competitive advantage



A balanced scorecard is a performance metric used to identify, improve, and control a business's various functions and resulting outcomes



The triple bottom line is a business concept that commit to measuring their social and environmental impact—in addition to their financial performance.



7 Competitive Advantages Examples

1. Apple



2. Costco



3. Tesla



4. IKEA



5. Starbucks



6. Air Asia



7. Astra International





KEY TAKE AWAY

- ❖ **A competitive advantage is what sets a company apart from its competitors, in the eyes of its consumers.**
- ❖ **These advantages allow a company to achieve and maintain superior margins, a better growth profile, or greater loyalty among current customers.**
- ❖ **A competitive advantage is often referred to as a “protective moat.”**
- ❖ **Strong and repeatable competitive advantages can create sustained success for a business and attract capital more readily and cheaply.**



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THANK YOU

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