

Competitive strategy - Building and sustaining global competitive advantage

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Competitive strategy is everything that a business does to ensure that the organisation has the advantage required to deliver sustainable profit margins and business continuity. Strategy involves decisions on where your organisation will compete, and how it can win in those areas. The subject itself is as broad as it is complex.

Regenesys has brought together local and international experts, to debate this issue in three emerging markets namely South Africa, India and Nigeria. Each of these markets is in the competition and needs to look at comparative advantage in relation to the global market. Business needs to look widely to understand its role in a newly globalising market with very active market dynamics.

In South Africa, Regenesys Business School has brought together individuals who not only have vast experience in strategy crafting, but also in successful execution of strategy and this international seminar will unpack strategy and give case studies and practical knowledge that participants can apply in their own organisation.



Ramon Casadesus-Masanell

The session will take delegates through theories, models and international trends and cases that are applicable across markets and across industries.

Core to successful strategy is the understanding of the company's extensive environment, its own composition and abilities, the market make-up and its most attractive segments based on the organisation's ability to serve, adapt to or grow with such segments. All this is to be factored into a set of options for building the organisation's sustainable competitive advantage, given its relationships, its partnerships and connections, and the attractiveness of its offer to the targeted customer.

Professor Casadesus-Masanell, as well as every member of the panel are experts in the strategy field, and therefore will be able to answer any questions for any stage of strategy development, execution and evaluation.

The event aims to specifically contribute to emerging market managers to understand central strategic challenges facing senior managers and CEO's, and through case study examination, be guided towards identifying or understanding the roots of competitive advantage, evaluating the limits to such advantage; and towards making decisions that create and sustain performance advantages over time.

Presenters

- Harvard Professor of Business Administration, Ramon Casadesus-Masanell
- Regenesys founder and Chairman, Dr Marko Saravanja
- Massmart Non-executive Chairman, Kusile Dlamini
- Global Equities Founder, Nic Frangos

Crisper

Master competitive strategy and sustain global competitive advantage! Attend an exclusive session, with Harvard Professor Ramon Casadesus-Masanell, Regenesys' Dr Marko Saravanja and a panel of international and local strategy experts at Regenesys' Sandton campus on 13 May 2015

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Don't miss the opportunity to engage and network with the best in strategy!

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