**BUSINESS STRATEGY AND DECISION-MAKING**

**Learning outcome 2: Activity 5**

**Assessing capability**

**Work in your previous groups – with your selected industry:**

TASKS

1. Plot the companies into Porter’s Generic strategies model.
2. Review this and capabilities.
3. Assess these based on VRIO and dynamic capabilities including inter-organisational co-operation. Do they provide competitive advantage and how is this achieved?

*Give feedback and discuss with the rest of the class.*