**STRATEGIC HRM**

**Learning Outcome 1: Activity 5**

**INDIVIDUAL ACTIVITY**

**Competitive advantage**

You oversee a new business as Group Chief Executive at Walter Wall Carpets, a leading Carpet Wholesaler in Abuja, West Africa.

A friend working in HR has recently read an article in a magazine suggesting that competitive advantage over other firms can be achieved via strong HR activities that complement the business.

Respond to this with your views referencing any academic theories or models that supports your answer.