

Exhibit 3–6: Potential Competitor Strengths and Weaknesses

Potential Strengths	Potential Weaknesses
<ul style="list-style-type: none">• Distinctive competence• Financial resources• Good competitive skills• Positive image• Acknowledged market leader• Well-conceived functional area strategies• Achievement of economies of scale• Insulated from strong competitive pressures• Proprietary technology• Cost advantages• Competitive advantages• Product/service innovation abilities• Proven management• Ahead on experience curve	<ul style="list-style-type: none">• Lack of clear strategic direction• Deteriorating competitive position• Obsolete facilities• Subpar profitability• Lack of managerial depth and talent• Missing key skills or competencies• Poor track record in implementing strategies• Plagued with internal operating problems• Vulnerable to competitive pressures• Falling behind in R&D• Too narrow a product/service line• Weak market image• Below-average marketing skills• Unable to finance needed changes in strategy• Higher overall costs relative to key competitors