

IMPACT OF PRODUCT MATURITY ON COMPETITIVE ADVANTAGE: A STUDY OF UNILEVER, NIGERIA

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Abstract

In recent years the concept of competitive advantage has taken center stage in discussions of business strategy; that is why, one of the major challenges organizations face today is how to have a competitive advantage. In most cases a stand-out product will do the job, since products are perceived as both highly relevant and meaningful, the ability of any one product to stand out in a competitive category will guarantee the success of such an organization. While there are numerous ways to differentiate brands, identifying meaningful product-driven differentiators can be especially fruitful in gaining and sustaining a competitive advantage. Product maturity is when a firm or brand has grown to the point where it outperforms rival brands in the provision of a feature(s) such that it faces reduced sensitivity for other features. This study used a sample of 150 respondents to provide evidence of the relationship between product maturity and firms' competitive advantage in Nigeria. The study employed the ordinary least square (OLS) regression analysis. This study finds a positive and significant relationship between product maturity and firms' competitive advantage, as well as a positive and significant relationship between product differentiation and competitive advantage. This study therefore recommends that managers should continue to address competitive advantage with strategic balances using product maturity.

Keywords: *Product Maturity, Competitive Advantage, Firm Maturity.*

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1. INTRODUCTION

Commerce methodology improvement is concerned with coordinating customers' prerequisites (needs, needs, wants, inclinations, buying designs) with the capabilities of the organization, based on the abilities and assets accessible to the commerce organization, driving the issue of

center competence (Holmes & Hooper, 2016). This concept has been characterized as 'something that the organization does at slightest as well as other organizations, or ideally way better than, any other organization within the market'. Agreeing with Webster (2015), when items are based on such center competencies, they characterize the organization's esteem suggestion in each target showcase and the organization's trade procedure; hence, the commerce procedure embraced by an organization must be able to allow it a competitive edge over other competitors within the industry. The interest in competitive advantage is at the root of organizational execution and as such understanding the source of supported competitive advantage has become a major zone of consideration within the field of strategic administration (Watchman, 1985; Barney, 2015). The resource-based see stipulates that the elemental sources and drivers of competitive advantage and prevalent execution are mainly related to the traits of assets and capabilities, which are profitable (Barney, 2015; 2017). Besides, the resource-based see gives a road for organizations to arrange and execute their organizational procedure by looking at the part of their inside assets and capabilities in accomplishing competitive advantage.

As globalization leads to more strong competition among fabricating organizations, with an increment in client requests, these organizations tend to look for competitive advantage by creating items with more esteemed highlights, such as item quality, item adaptability, or solid conveyance (Baines & Langfield-Smith, 2018). As such, a separation technique would give more prominent scope for these organizations to create items with more esteemed, alluring highlights as an implication of adapting to such requests. This investigative work, subsequently, centered on how competitive advantage can be accomplished through item development and separation procedure and eventually, how it impacts the competitive advantage of fabricating firms, utilizing Unilever Nigeria Plc.

Objectives

For this study, the specific objectives include the following;

1. to examine the relationship between product maturity and firms' competitive advantage
2. to examine the relationship between product maturity and firms' performance

Research Hypotheses

H₀₁: To examine the relationship between product maturity and firms' competitive advantage

H₀₂: To examine the relationship between product maturity and firms' performance

2. REVIEW OF RELATED LITERATURE

Product Maturity and Product Life Circle

After the Presentation and development stages, an item passes into the development organization. The third of the item life cycle stages can be very a challenging time for producers. Within the to begin with two stages, companies attempt to set up a market and after that develop deals of their item to attain as expansive a share of that showcase as possible. Be that as it may, amid the Development arrangement, the essential center for most companies will be keeping up their advertise share within the confront of a few distinctive challenges. In today's quickly changing financial and commerce situations, organizations compete for clients, income, and showcase share with items and administrations that meet customer's needs. Worldwide competition has brought innovative changes whereby customers are requesting predominant quality products/services with lower costs. More so, this expanded rate of worldwide competition has brought approximately a decrease within the item life cycle. This has driven too much accentuation being put on organizational competencies and the creation of competitive advantage which is accepted would give them an edge over other competitors. Even though there are numerous destinations an organization would need to realize these days, the two major ones are: (i). to realize a competitive advantage position and (ii). upgrade their organization's execution approximately that of their competitors (Raduan, Jegak, Haslinda, & Alimin 2019). It is, subsequently, vital for trade organizations to get the relationship between the organization's inside qualities and weaknesses, as well as the potential impacts on their organization's competitive advantage and execution. It is additionally essential that the organization chooses the sort of competitive advantage it looks for to accomplish and the scope inside which it'll achieve it.

Challenges of Item Development

Taking after challenges is impossible to miss for products and/or administrations that have come to the development arrangement;

1. Sales Volumes Top:

After the unfaltering increment in deals amid the Development arrangement, the advertising begins to end up soaked as there are fewer modern clients. The lion's share of the shoppers who are ever aiming to buy the product have as of now done so.

2. Decreasing Showcase Share:

Another characteristic of the Development arrangement is the expansive volume of producers who are all competing for a share of the showcase. With this arrangement of the item life cycle regularly seeing the most noteworthy levels of competition, it gets to be increasingly challenging for companies to preserve their advertising share.

3. Profits Begin to Diminish:

Whereas this arrangement perhaps when the showcase as an entire makes the foremost benefit, it is regularly the portion of the item life cycle where a parcel of producers can begin to see their benefits diminish. Benefits will need to be shared among all of the competitors within the showcase, and with deals likely to crest amid this organize, any producer that loses showcase share, and encounters a drop in deals, is likely to see an ensuing drop in benefits. This diminishment in benefits may be compounded by the falling costs that are regularly seen when the sheer number of competitors powers a few of them to undertake to draw in more clients by competing on cost.

The Development arrangement of the item life cycle presents producers with a wide run of challenges. With deals coming to their crest and the advertising getting to be immersed, it can be very difficult for companies to maintain their benefits, let alone proceed to attempt to increase them, particularly within the confront of what is more often than not decently serious competition. Amid this organization, it is organizations that seek imaginative ways to create their item more engaging to the customer that will keep up, and maybe indeed increment their showcase share.

Benefits of Item Development

1. Continued Lessening in Costs:

Fair as economies of scale within the Development arrangement made a difference in decreasing costs, improvements in production can lead to more productive ways to make tall volumes of a specific item, making a difference in lowering costs even further.

2. Increased Advertise Share Through Separation:

Whereas the showcase may reach immersion amid the Development arrangement, producers may well be able to grow their advertise share and increment benefits in other ways. Through the utilization of inventive showcasing campaigns and by advertising more differing item highlights, companies can make strides in their showcase share through separation and there is a bounty of item life cycle cases of businesses being able to attain this.

Strategies required by Organizations for Competitive Advantage during Product Development

The Nonexclusive Procedure

The nonexclusive procedures created by Porte (1985) for accomplishing a competitive advantage position by an organization are item separation and fetched administration. Item separation is the foremost commonly utilized one of these two vital typologies (Spencer, Joiner, & Salmon, 2016). A separation technique includes the firm making a product/service, which is considered interesting in a few angles that the client values since the customer's needs are fulfilled. On the other hand, taking a toll authority emphasizes moo taken a toll relative to that of the competitors. He contended that taken a toll authority and separation procedures are commonly selected. Later sorts of writing and investigation considered have regardless, addressed this thought recognizing the truth that organizations may seek after components of both sorts of procedure (Chenhall & Langfield-Smith, 2015). By the by, past investigations have appeared that a few fabricating organizations see the separation methodology as a more imperative and particular implies to realize competitive advantage in contract to a low-cost technique (Kotha & Orne, 2015; Baines & Langfield-Smith, 2015).

Value Making Methodology

Concurring to Barney (2015), when a firm is executing a value-creating methodology not at the same time being executed by any current or potential competitors, such a firm contains a competitive advantage. In expansion, competitive advantage is depicted as an advantage that one firm has relative to competing firms. In other words, a competitive advantage exists when the firm can convey the same benefits as competitors but at a lower taken a toll (taken a toll advantage), or provide benefits that surpass those of competing items (separation advantage). The source of the advantage can be something the trade does that's unmistakable and troublesome to reproduce, moreover known as a center competency (Prahalad & Hamel, 2016).

Even though competitive advantage has taken center organize in talks of commerce procedure, a clear definition of the term is very slippery. Be that as it may, a common topic has remained 'value creation'. According to Doorman (1985), 'competitive advantage is at the heart of a firm's execution in competitive markets' This suggests that competitive advantage implies having moo costs, separation advantage, or an effective center procedure. Moreover, he contends that 'competitive advantage develops in a general sense out of esteem a firm can make for its buyers that surpass the firm's taken a toll of making it'. Porter's contentions reflect the common qualities, shortcomings, openings, and dangers (SWOT) system for surveying competitive advantage. Competitive advantage stems from a firm's capacity to use its inner qualities to reply to outside natural openings while dodging outside dangers and inside shortcomings (Mooney, 2017).

Resources-Based Technique

In any case, an elective to this system is the resource-based see of a firm which contends that the source of supported competitive advantage is to center on the predominant assets of a firm (Barney, 2015). Moreover, Barney ties competitive advantage to execution, contending that "a firm gets above-normal execution when it creates greater-than-expected esteem from the assets it utilizes (Barney, 2015). An organization's assets agreeing to Barney incorporate all resources, capabilities, and organizational forms, firm conceives of and executes procedures that progress its effectiveness (doing things right) and adequacy (doing the proper things). In conventional key examination dialect, an organization's assets are qualities that organizations can utilize to conceive of and actualize their procedures.

Competitive advantage comes about from and is related to a long list of contributing variables. These variables incorporate operational efficiencies, mergers, acquisitions, levels of enhancement, sorts of enhancement, organizational structures, best administration group composition and fashion, human asset administration, control of the political and/or social impacts barging in upon the advertise, congruity to different translations of socially dependable behaviors, worldwide or cross-cultural exercises of expansion and adjustment, and different other organizational and/or industry level wonders (Raduan et al., 2019).

More as of late, be that as it may, the method of globalization has been boosted by the financial exercises of multinational enterprises (MNCs) such as Toyota, Sony, Coca-Cola, etc. These MNCs for a long period have accomplished and supported their competitive advantage through different vital administration hones and approaches (Raduan et al., 2019). Due to the worldwide outreach and effect of these MNCs, they must get the degree of relationship between their organizational assets, their competitive advantage, and the level of their execution. Usually as distant as the key administration of organizations is concerned, the information of the noteworthy traits of organizational assets and how to generate competitive advantage and execution alone isn't adequate (Raduan et al., 2019).

Agreeing with Bani-Hani and AlHawary (2019), competitive advantage from product-price execution is nearly short-term, particularly in a period where advances are changing the existing business boundaries. Preferences can as it were be supported through competence that is delighted in at the exceptional roots of items. Indeed, even though thinks about has appeared that a critical relationship exists between competitive advantage and organizational execution, competitive advantage and organizational execution are two diverse builds with a complex relationship (Ma, 2017). It has been argued that accomplishing a position of competitive advantage could be a forerunner to the critical execution of an organization (Barney, 2015) which competitive advantage comes about from a long list of shifting components that incorporate operational efficiencies, mergers, acquisitions, levels of broadening, sorts of enhancement, organizational structures, best administration group composition and fashion, human asset administration, control of the political and/or social impacts barging in upon the showcase, congruity to different elucidations of socially responsible behaviors and so forward.

Product Separation Technique

Item separation procedure can be an apparatus of competitive advantage that is embraced by organizations to supply items that fulfill a person's customer's needs. In fulfilling a person's customer's needs, quality has ended up being a major separating figure among items (Shammot, 2016). As a result, clients are willing to pay more for items that cater to their personal estimate, taste, fashion, requirement, or expression. Thus, accomplishing competitive advantage through item separation gets to be the center of this ponder.

Product Development and Competitive Advantage: A Worldwide Point of View

Commerce fields and especially the item markets of later times are encountering the worldwide wave of technology-driven competition, globalization of fabricating due to quicker transitional streams of materials and cash, shortening of item life-cycles, the requirement for more prominent integration of innovations, and progressively modern clients (McGrath, Anthony & Shapiro, 2016). Moreover, a part of organizations have come to realize that to supply value and win customers, there's a ought to rapidly and precisely recognize changes in client needs, create more complex items that would fulfill those needs, and give higher levels of client bolster and benefit. In expansion to the above-mentioned issues organizations are confronted with, are the more later vital key discontinuities they experience. These discontinuities incorporate the end of industry boundaries, fewer qualifications between mechanical and benefit businesses, major propels in coordination, computer-aided planning and communication, and the opening of worldwide markets (Hitt, Keats & DeMarie, 2017).

In markets where capacity surpasses request, value creation by and large requires a competitive advantage. An organization with a competitive advantage reliably beats competitors, that's, it wins more noteworthy financial benefits (Watchman, 1985). To attain a competitive advantage, firms look for the finest coordination between organizational capacities and showcase openings. Few, in case any, competitive points of interest can be maintained inconclusively, so the organization must persistently look for openings to make the foremost esteem. Organizations tend to vary in terms of generation strategies, item highlights, brand names, areas, and numerous other viewpoints. The basic contrasts that decide victory or disappointment are the sources of competitive advantage. The company's profit is restricted by its competitive advantage. It can get no more than the extra esteem it makes over and above that of its competitors. Subsequently, competitive methodology requires both esteem creation

relative to competitors and capturing a parcel of that esteem through connections with providers and clients. To outbid competitors for clients, the organization must add up to esteem that's more noteworthy than or at least as extraordinary as that of its competitors.

Competitive Advantage

An assortment of definitions and sees of competitive advantage have been elucidated by different researchers. Doorman (1985) says "Competitive advantage is at the heart of a firm's execution in competitive markets" In this way "competitive advantage develops in a general sense out of esteem a firm can make for its buyers that surpasses the firm's taken a toll of creating it." Barney (2015) says that "a firm encounters competitive preferences when its activities in an industry or showcase make financial esteem and when few competing firms are locked in in comparative activities."

Besanko, Dranove, and Shanley (2015) say "When a firm gains the next rate of a financial benefit than the normal rate of the financial benefit of other firms competing inside the same showcase, the firm contains a competitive advantage in that advertise." Saloner, Shepard, and Podolny (2016) say that "most shapes of competitive advantage cruel either that a firm can create a few benefit or item that its client's esteem than those delivered by competitors or that it can deliver its benefit or item at a lower taken a toll than its competitors."

Given the over, it is clear that a firm accomplishes a competitive edge over its competitors by giving a product/service seen by the client to abdicate more prominent benefits and esteem than that of the competitors. In expansion, competitive advantage will continuously result in prevalent execution by the organization which interprets to higher benefits. Subsequently, understanding competitive advantage is a progressing challenge for decision-makers. Historically, competitive advantage was thought of as a matter of position, where firms involved a competitive space and built and protected advertise share. Competitive advantage depended on where the trade was found and where it chose to supply administrations. Steady situations permitted this methodology to be fruitful, especially for expansive and prevailing organizations in developing businesses. The capacity to create a maintained competitive advantage nowadays is progressively uncommon.

A competitive advantage difficultly accomplished can be rapidly misplaced. Organizations maintain a competitive advantage as it were so long as the administrations they provide and how they convey them have qualities that compare to the key buying criteria of a significant

number of clients. Sustained competitive advantage is the result of an enduring esteem differential between the items or administrations of one organization and those of its competitors within the minds of customers. Therefore, organizations must consider more than the fit between the outside environment and their show inner characteristics. They must expect what the quickly changing environment will be like, and alter their structures, societies, and other significant components to harvest the benefits of changing times. Maintained competitive advantage has ended up being more of a matter of development and capacity to alter than of area or position (Stalk, Evans, and Shulman, 2015).

3. THEORETICAL SYSTEM

The Resource-Based Hypothesis

The consideration was tied down to the resource-based hypothesis

The resource-based hypothesis has characterized firm assets as all resources, capabilities, organizational forms, firm qualities, data, and information controlled by a firm (Barney, 2015). It has gone ahead to propose that a firm incorporates a competitive advantage when it makes a fruitful methodology based on firm assets that cannot be copied by a current or potential competitor. In expansion, the hypothesis states that for assets and capability to allow a competitive edge, they must be uncommon, important, incapable of being imitated, with no substitute, and not transferable.

The resource-based hypothesis accepts that an organization's assets are differing and not completely/freely mobile which has driven to contrasts among organizations. Put in an unexpected way, the heterogeneity of assets has driven trade heterogeneity. Since the assets are not portable, heterogeneity among organizations is bound to exist for a long time. In case an organization with rare assets can gain esteem and its assets either cannot be imitated by its competitors or effectively replaced by other assets, at that point such an organization features a restraining infrastructure position and in this way condition vital for accomplishing economical competitive advantage and overabundance benefits.

Agreeing with Fahy (2017) through the resource-based see (RBV) of the firm bits of knowledge into the nature of competitive advantage, it has as of now made an imperative commitment to the field of key administration. The RBV, which has profited from the thoroughness of its financial beginnings, incredibly upgrades our understanding of the nature and determinants of

sustainable competitive advantage (SCA). It makes a difference to clarify why a few assets are more advantage-generating than others additionally why asset asymmetries and resulting competitive points of interest endure indeed in conditions of open competition. Fahy (2017) moreover famous in any case, that the tremendous lion's share of commitments inside the RBV have been of a conceptual instead of an experimental nature, with the result that numerous of its essential fundamentals stay to be approved within the field. In expansion, there were some debates concerning both the nature and the determinants of competitive advantage and the pertinence of the resource-based see.

4. METHODOLOGY

Observational Survey

By and large, talking, as it were many numbers of analysts have examined the coordinated relationship between item development and organizational competitive advantage as well as organizational execution. More so, a sizeable number of those investigations were conducted within the created nations. In any case, a few past inquiries about considers that have explored the relationship between the separation procedure and organizational execution are as follows:

The discoveries of Acquah and Yasai-Adekani (2018) show that the reasonability and productivity of execution take a toll on authority, separation, and the combination of particular techniques. All things considered, the incremental execution benefits of firms executing a combination procedure don't altogether vary from the execution of firms executing as it were the separation technique. In expansion, firms that actualize a coherent competitive methodology (combination, cost-leadership, or separation) tend to pick up impressive incremental execution benefits.

Too, the discoveries of Amoako-Gyampah and Acquah (2008) who inspected the relationship between fabricating methodology and competitive technique and their impact on firm execution show that there's a positive relationship between competitive methodology and the fabricating methodologies of fetched, conveyance, adaptability, and quality. In expansion, the result appears that quality is the as it was fabricating procedure component that impacts performance indirectly.

Prajogo (2017) inspected the basic key aim of quality execution and the result of his discoveries shows that item quality is anticipated by separation methodology, but not taken a toll administration technique.

Prajogo and Sohal (2016) come about to show that Adding to Quality Administration (TQM) is emphatically and essentially related to separation technique, and it as it were in part intercedes the relationship between separation methodology and three execution measures.

Allen and Steerages (2015) thought that diverse sorts of compensation hones more closely complement distinctive bland procedures and are essentially related to organizational execution. At last, Mosakowski's (2015) study comes about, by and large, upheld the speculation that, when the center and separation procedures are built up, execution is higher than for other firms. In conclusion, there's an agreement that there's a positive relationship between separation and organizational execution.

Strategy

The overview investigation was received for this investigative work because of the nature of the respondents. This involved the regulating of surveys to the chosen test. The populace of the respondents was or maybe expansive, made up of all customers/consumers of the items of Unilever Nigeria Plc found in Umuahia, Abia State. Since everybody within the populace cannot be given a survey to fill, subsequently, a test of the populace was utilized as respondents for consideration. This thought embraced a study investigation plan, whereby it centered on the customers of Unilever Nigeria Plc, producers of household/personal care items. Since item quality could be a major determinant variable within the separation of items, it was subsequently important to test the noteworthiness of item quality because it relates to the customers/consumers of the items. The clients who purchase or utilize the item stay a key figure in determining a product's quality and separating highlights. They can judge and determine its quality and viability by comparing it with the competitor's items. Information for this think about was collected from a test of customers/consumers of Unilever Nigeria Plc to decide the relationship between item separation and organizational execution. Things significant to the inquiry about the plan are; the ponder populace, test and inspecting method, and information collection instrument. All these things speaking to the investigative plan give a clear see of how the information required for the consideration is collected and collated, and how the analysis was performed to abdicate an altogether solid result.

5. RESULTS AND HYPOTHESES TESTING

All hypotheses were tested and analyzed using simple linear regression analysis.

H01: To examine the relationship between product maturity and firms’ competitive advantage

H02: To examine the relationship between product maturity and firms’ performance

Hypothesis one shows how much of the variance in the dependent variable (competitive advantage) is explained by the model, which is higher product maturity. The values 0.21 and 0.39 in the R squared column are expressed in percentage. This means that the model (higher product quality) explains between 21% and 39% variations in the dependent variable (sales growth). With an F value of 6.623 and a significance level of 0.02, there is a significant relationship between higher product maturity and the competitive advantage of an organization, therefore, the null hypothesis (H01) was rejected.

For the second hypothesis, the analysis shows how much of the variance in the dependent variable is explained by the model. R² was 0.078; the F value is 25.698 and a p= 0.00. This indicates that there is a significant relationship between the product maturity of an organization and the performance of the organization. Therefore, the null hypothesis (H02) was rejected and the alternate hypothesis (Ha2) was accepted.

Table 1: Summary of Ordinary Least Square Regression Result

Hypotheses	Tools	F- value	R Square	Std. Error of the Estimate	df	P- value	Decision
To examine the relationship between product maturity and firms’ competitive advantage	Regression Analysis	6.623	.078	.963	1	.011	HO ₁ rejected
To examine the relationship between product maturity and firms’ performance	Regression Analysis	25.698	.078	.974	1	.000	HO ₂ rejected d

Source: SPSS Output, 2023

Discussion of what Comes about

The investigation carried out in this chapter demonstrates that there's a presence of a positive critical relationship between higher item development and the competitive advantage of an organization. The same moreover applies to the relationship between item development and the execution of an organization. It is subsequently fundamental that fabricating organizations, particularly the organization beneath consider (Unilever Nigeria Plc) see the organization's product(s) as a potential device for making and keeping up a competitive edge over other competitors within the industry. In other words, organizations ought to not see item separation even though it as it were makes a difference in expanding deals or profit, but too as a device that's able to put the organization into the spotlight subsequently accomplishing a competitive advantage position. Item separation will in this way improve the general capability of the organization in terms of progressing its items, which is able in turn draw in more clients and customers.

This investigation was outlined to look at the impact of item separation as an instrument of competitive advantage on the organizational execution of fabricating companies, utilizing Unilever Nigeria Plc as a case ponder. To explore this relationship, 150 supervisors of the organization were studied. For clear investigation, the consideration centers on two wide factors; the subordinate variable and the free variable. The subordinate variable is taken as organizational execution which was encouraged broken into sub-variables to incorporate client fulfillment and deals development. The free variable was item separation which was operationalized in terms of higher item quality, modern item advancement, item plan, and interesting item highlights.

The theories were tried utilizing the Relapse Examination with translation provided. The result of the Relapse examination shows that item separation as a device of competitive advantage encompasses a positive and critical impact organizational execution of fabricating companies in Nigeria. The result underpins a few past investigations comes about (for illustration, Mosakowski 2015; Allen & Rudders 2015), which demonstrated a positive and noteworthy relationship between item separation technique and organizational execution.

First, in reaction to the energetic nature of the commerce environment and the ever-changing needs of clients, it is secure to propose that the official administration must make beyond any doubt that they give satisfactory fulfillment to their clients. In other words, official

administration ought to pay more consideration to client fulfillment, since their survival in this energetic environment is highly dependent on their capacity to hold a bigger client base compared to their competitors. In expansion, the official administration ought to put extra accentuation and pay more consideration to item separation because it is a critical instrument for accomplishing competitive advantage which leads to more noteworthy organizational execution. Moreover, item separation shows up as a basic driver for organizational execution, which seems to perform the part of a bridge that joins the positive impact of client fulfillment on organizational performance.

6. CONCLUSION

In conclusion, from the investigative ponder, it can be set up that as it may small the importance item development holds almost organizational competitive advantage and organizational execution, the truth remains that there is a positive relationship between the factors. This implies that fabricating organizations must pay more noteworthy consideration to the product's maturity, particularly in the case of fabricating organizations in terms of quality plans, advancements, and unique features. At long last, firms within the fabricating segment confront household and worldwide competition in expansion to quick shifts in client requests whereby numerous fabricating firms have come to realize that to stay reasonable, a procedure of item separation may be a more reasonable choice than strategies based on effectiveness and cost (Spencer, Joiner, and Salmon 2016). This research study advance illustrates that item separation may well be utilized as a tool for achieving competitive advantage and improving more prominent organizational execution.

Recommendations

1. Therefore, executive administration has to be focused and contribute more to item separation because it may well be utilized as a major competitive advantage instrument against competitors within the industry and it can ensure the long-term survival of the organization.
2. More consideration ought to be paid to product development by directors and showcasing specialists to maintain a strategic distance from decay in product sales and showcase share amid development. This implies that separation procedures ought to be adapted to maintain item requests and guarantee shopper devotion.

3. Finally, product maturity could be a basic point in each item that decides the overall organization's execution in the long run. Subsequently, organizations must guarantee that such items are overhauled and repositioned from time to time to allow them a modern see within the confront of the customers.

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