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Bakery was founded by
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issues and solutions for an organization.

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collaborative rather
than conflictual.

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the distinctive competency and the unique strategic positioning that contributes to competitive advantage?', 'should a strategy be deliberately planned or should it be allowed to be emerging?', 'how attractive is this industry and how to sustain competitive advantage in this industry', etc., can be

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case, the enterprise improves the quality of the product or expects to launch a new one without changing the industry.

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Thus far, your case study analysis has identified the company's corporate-level strategy. To perform a complete analysis, you will need to identify the company's business-level strategy. (Note: If it is a single business, without multiple companies under one umbrella, and not an

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