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Competitive Advantage

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Competitive Advantage

Part 1

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Anheuser-Busch InBev (AB-InBev) is the top global brewer and among the leading
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consumer products companies. The company has utilized several marketing strategies that have led it to be on top and acquire leveraging competitive advantages. One of the advantages includes the consumer market, AB-InBev relies on retailers, bar owners, distributors and wholesalers to take their products to the consumers. Every consumer is welcomed to take AB-InBev products as long as they satisfy the age limit of their country to taking beer (ABInBev, n.d). Another advantage is the availability of a variety of products and services. The company offers several products from local brews to beloved classics and historic recipes. Furthermore, they have over five hundred brands and several beer varieties. Some of the beer brands include Aguila, Beck's Blue, Brahma chopp and Eagle Lager.

Moreover, the company has utilized the use of value chain by adding value to their products. By performing enough research to realize what customers require is of critical concern. Customer needs to be always been a priority to the company. Similarly, the company is innovative in developing solutions at a faster rate and easy to test, learn and adapt to another one if it does not work. AB-InBev resources can be known by performing an analysis of the products that are in the market. The company has resources on intangible assets such as investment in research and development has increased technical knowledge of products and processes. Other intangible assets include software, brands, amortization, supply and distribution rights, profits and losses on sales and subsequent expenditure.

The company believes that no organization can solve the global problems alone, therefore, they have established a partnership with several organizations and private institutions to address the challenges. Some of the organizations and institutions they have partnered with include the American Red Cross in the provision of drinking water to disaster relief water. Women partnership has also been increased to 20% in 2018 (ABInBev, 2018). Other partners include the Global Innovation and Technology Center (GITeC), UN Institute for Training and Research (UNITAR) and the University of Illinois. Nonetheless, AB-InBev Company has worked in a large scope from giving back to the community to sustainability programs (Sucena, 2019). The organization has helped in providing help during disaster times as well as using sustainability goals through recycling and reusing.

Part 2

Microsoft will overtake Apple because of its advancement and seamless integration (Fidelman, 2013). The integration is a big part of the upward progression in Microsoft, however, there are more variables that the company should play. Similarly, Microsoft worked smart in maintaining its share in the market from back in 1997 when it provided one hundred and fifty million dollars to Apple (Jiang et al., 2016). The offer enabled both Microsoft and Apple to form a partnership, and it was done when Microsoft was under a lot of scrutiny from the department of justice and the transaction was closely watched. Nonetheless, Microsoft claimed that the transaction was done to keep the market competitive. Although both Microsoft and Apple were in the same market, they were focusing on the different target audiences. The transaction enabled the two companies to work as an oligopoly hence restricting other companies from entering the market.

Similarly, Microsoft investing in Apple, enabled some of the Microsoft applications to be used in Apple platforms, thus, as Apple was rising in the mobile market Microsoft was an insider view of the market through the partnership with Apple. Hence making the major players in the mobile market to be Nokia, Samsung and Apple (Teixeira, 2015). With the federal regulatory agency accepting Microsoft to purchase Nokia, the purchase will automatically make Microsoft be among the major players in the mobile market. The incorporation of Microsoft products on mobile devices will be a strong push and will potentially cost Apple a large number of customers especially those who use Microsoft applications in their devices.

For global brand loyalty, both companies have established in computing and mobile markets globally. The purchase of Nokia by Microsoft will provide them with benefits of cobranding, similarly, the App Discovery programs, as well as the App Social, will bring the market research directly to Microsoft and Nokia. As long as they will benefit from it as a market research tool, they will also use it as a customer relationship management tool which will help them in building a stronger relationship and loyalty with their new and Microsoft existing customers. For that reason, with customers getting away from Apple's overpriced products, it's appropriate they come up with a defensive strategy for them to maintain their market share.

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