

## Table of Contents

<b>List of Table</b> .....	iv
<b>List of Figure</b> .....	v
<b>ABSTRACT</b> .....	vii
<b>CHAPTER I</b> .....	1
<b>INTRODUCTION</b> .....	1
1.1 Background .....	1
1.2 Problem Statement .....	7
1.3 Research Question .....	10
1.4 Research Objectives .....	10
1.5 Research Contribution .....	10
1.6 Research Scope .....	11
1.7 Systematic of Writing .....	11
<b>CHAPTER II</b> .....	12
<b>LITERATURE REVIEW</b> .....	12
2.1 Literature Review .....	12
2.1.1 The Five Generic Competitive Strategy .....	12
2.1.2 Broad Differentiation Strategy .....	15
2.1.3 Value Drivers .....	19
2.1.4 Sustainable Growth .....	22
2.1.5 VRIO (Valuable, Rare, Imitable, Organization) .....	23
2.2 Previous Studies .....	26
2.3 Research Framework .....	34
<b>CHAPTER III</b> .....	35
<b>RESEARCH METHODS</b> .....	35
3.1 Research Design .....	35
3.2 Data Collection Method .....	36
3.3 Research Instruments .....	38
3.4 Data Analysis Method .....	42
3.5 Case Profile .....	43

<b>CHAPTER IV</b> .....	46
<b>RESULT AND DISCUSSION</b> .....	46
4.1 Five Generic Competitive Strategy .....	46
4.2 Value Driver Analysis of Broad Differentiation .....	47
4.2.1 Quality Control Process .....	52
4.2.2 Product Features and Performance .....	53
4.2.3 Customer Service .....	55
4.2.4 Research and Development.....	57
4.2.5 Information Technology (IT) .....	61
4.2.6 Input Quality .....	62
4.2.7 Employee Skill Training and Experience .....	66
4.2.8 Sales and Marketing.....	67
4.3 VRIO Analysis .....	71
4.3.1 Physical Capital.....	73
4.3.2 Human Capital .....	76
4.3.3 Organisational Capital.....	78
4.4 Discussion .....	86
<b>CHAPTER V</b> .....	95
<b>CONCLUSIONS</b> .....	95
5.1 Conclusions .....	95
5.2 Implications .....	96
5.2.1 Theoretical Implications.....	96
5.2.2 Practical Implications.....	96
5.3 Limitations.....	97
5.4 Recommendations .....	97
<b>Bibliography</b> .....	99
<b>Verbatim Interview</b> .....	104