

COMPETITIVENESS

The word 'COMPETITIVENESS' is written in large, bold, red 3D block letters. A magnifying glass with a black handle and a silver frame is positioned over the letter 'I', making it appear larger and more prominent. The background is white with some faint, light blue circular patterns.

Is its ability to successfully compete on the market;

To receive economic benefits relative to its competitors



COMPETITIVENESS

1. What Is Competitiveness?
2. Criteria
3. Methods Of Assessment
4. Management Of Competitiveness

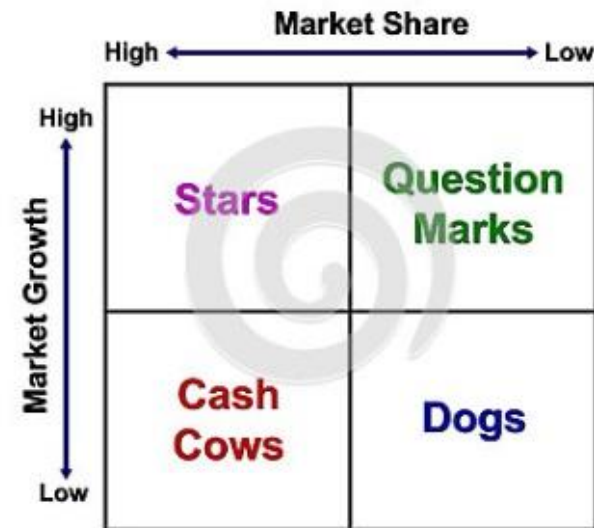
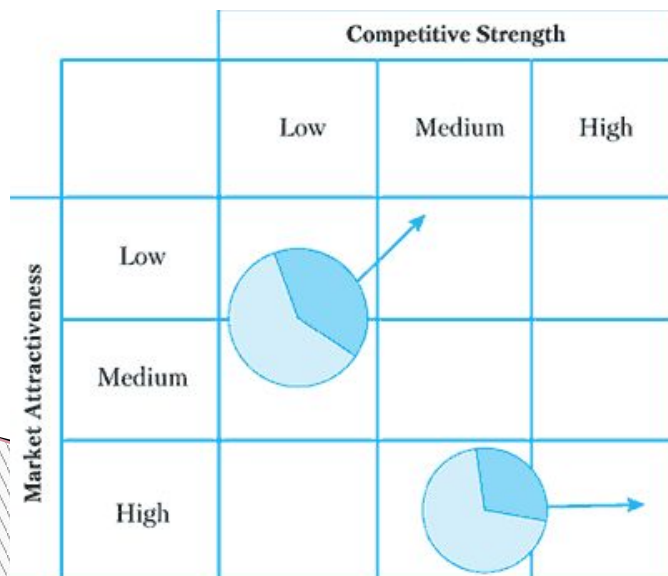


WHAT IS COMPETITIVENESS?

Methods for the assessment



The BCG Matrix





COMPETITIVENESS



To conquer and retain a competitive edge

To be superior over competitors

Question

A 3D rendered graphic featuring the word "Question" in a light gray, sans-serif font. The letters are thick and have a slight shadow beneath them. At the end of the word, a large, vibrant red question mark is positioned, appearing to be part of the word's structure. The entire graphic is set against a plain white background with a subtle reflection on the surface below.