



Is its ability to successfully compete on the market;

To receive economic benefits relative to its competitors



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



# WHAT IS COMPETITIVENESS?

A 3D pie chart with four segments. The largest segment is blue and is labeled 'MARKET SHARE' in white, bold, capital letters. The other three segments are yellow, green, and pink, arranged clockwise from the blue segment. The chart is shown from an isometric perspective, giving it a three-dimensional appearance.

**Criteria**



# The financial, industrial, technological and innovation potentials



## Efficient management

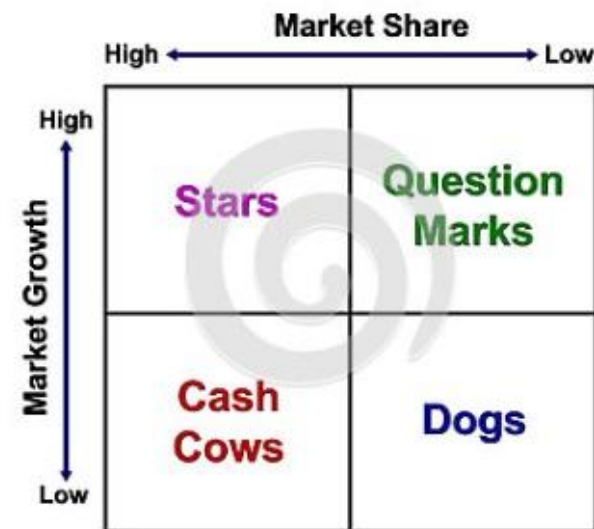
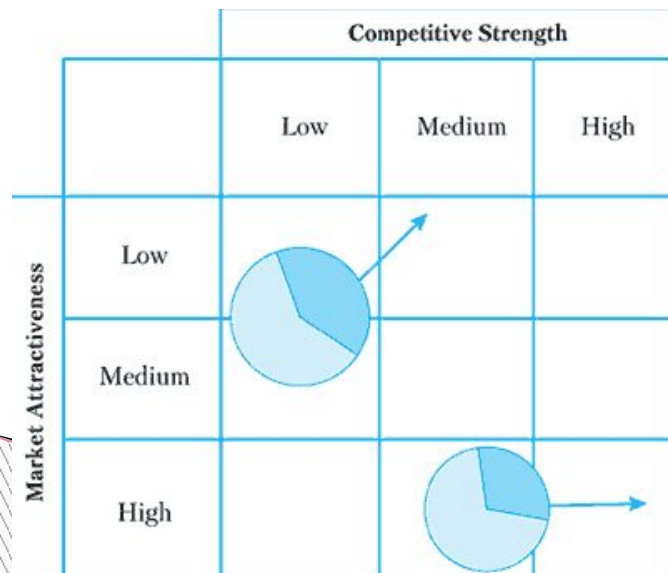




# Methods for the assessment



The BCG Matrix





# COMPETITIVENESS



To conquer and retain a competitive edge

To be superior over competitors



Question?