

Idea 8: Compete for differentiation

When we can't win in price competition, you can win by differentiation, whether it's being different for better service, different products, or different market. Self-service companies like Superama compete in a niche other than Walmart: the sale of exclusive high-class products.

Another company that competes against Walmart is Whole Foods Market. Its strategy is to sell only fresh produce direct from farms and farmers.

- Malena D'angelo Quintana -

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