

# COMPETITIVE ADVANTAGE

**Value** - user benefits that come from your product or service that are uniquely different from alternative products (substitutes).

**Superior profits** - higher returns derived exclusively from the user value produced.  
2 types of return drivers: cost & premium benefits.

The **value** a company creates for **users** that generates **superior profits** than those of competitors.

4 types of **value drivers**:

- Features of the product or service
- Relationship with the user
- Complements
- Price

**Users** - the people who use the product or service. They may or may not be the same as the customers (people who make the purchase decision and pay for the product).