Will the Actions describes be a source of competitive disadvantage, parity, temporary advantage or sustained competitive advantage? Explain your answer

Proctor & Gemble introduce a new, smaller packaging for it tide detergent

Ford patent a king of brake pad for its cars.

American Airline announce a five percent across-the-board reduction in airfares.

Ted Tuner uses his money made from his broadcasting empire to purchase the Atlanta Braves.

Before deciding which organizational capabilities are “distinctive” or “core,” the firms need to take a systematic view of its capabilities. To identify a firm’s organizational capabilities, we need to have some basis for classifying and disaggregating the firm’s activities. Two approaches are commonly used:

First is functional analysis identifying organizational capabilities within each of the firm’s functional areas: A firm’s functions would typically include: operations, purchasing, logistics/supply chain management, design, engineering, new product development, marketing, sales and distribution, customer service, finance, human resource management, legal, information systems, government relations, communication and public relations. And second is A value chain analysis identifies a sequential chain of the main activities that the firm undertakes. Michael Porter’s generic value chain distinguishes between primary and support activities

Porter’s broadly defined value chain activities can be disaggregated to provide a more detailed identification of the firm’s activities (and the capabilities that correspond to each activity). Thus, marketing might include market research, test marketing, advertising, promotion, pricing, and dealer relations. At the basis of every organizational capability is coordinated behavior among organizational members. This is what distinguishes an organizational capability from an individual skill. Routines and processes play a critical role in integrating individual actions to create organizational capabilities