

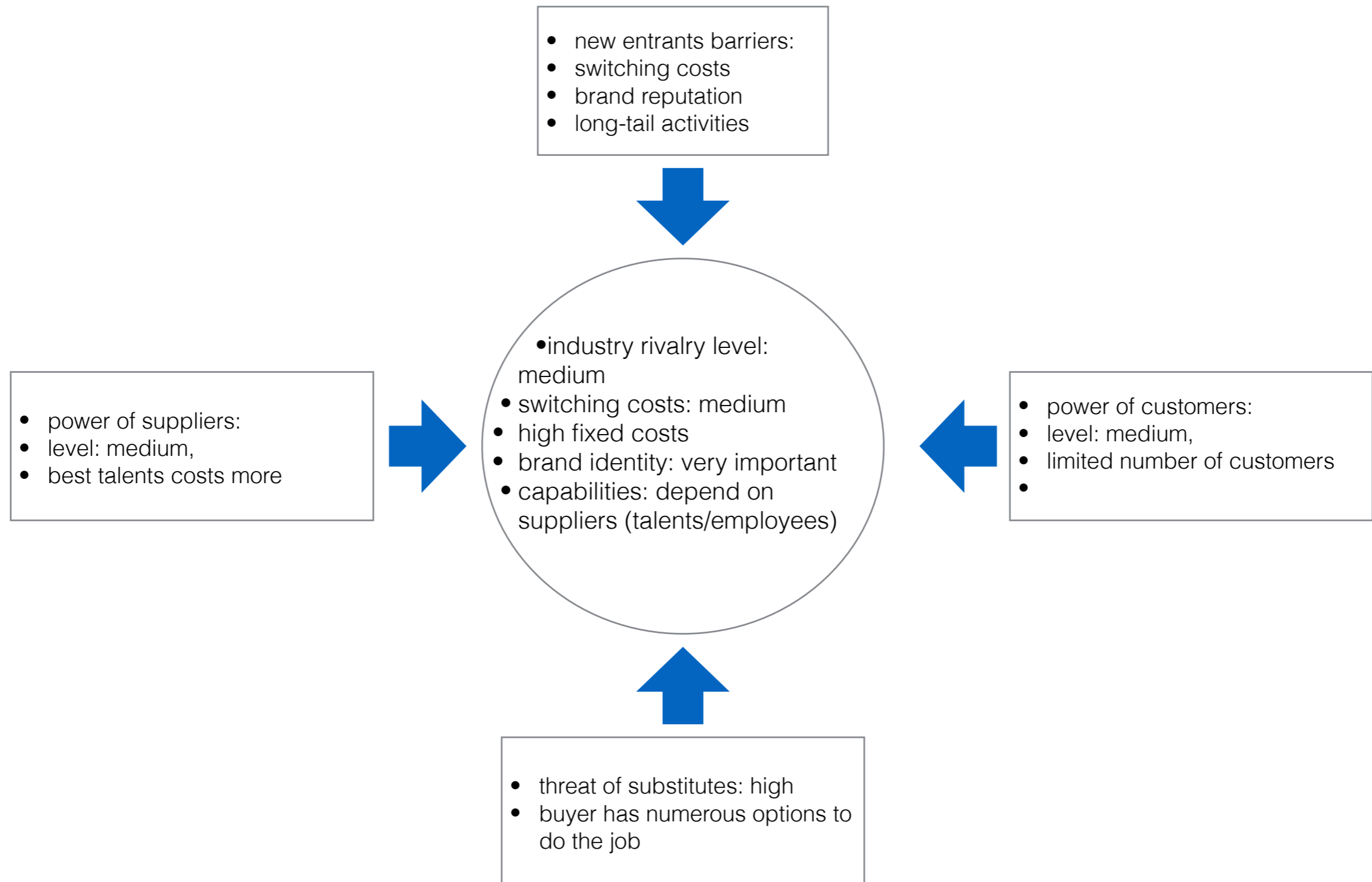
e-Types strategy

Andrius Rimkūnas

e-Types SWOT

<ul style="list-style-type: none">• Distinct culture and values• Full - stack user experience design services	<ul style="list-style-type: none">• High costs• Dynamic environment requires constant growth of competences
<ul style="list-style-type: none">• High switching costs for clients• Clear identification parameters for targeting new clients	<ul style="list-style-type: none">• Client blind spots when evaluating total cost of ownership of the services• Small, niche agencies, utilizing online marketplaces• Client's in-house talents

e-Types Five forces analysis



VRIO Analysis : Impact on Performance

Valuable ?	Rare ?	Difficult to Imitate ?	Supported by Organization ?	Competitive Implications	Performance
No				Competitive Disadvantage	Below Normal
Yes	No			Competitive Parity	Normal
Yes	Yes	No		Temporary Competitive Advantage	Temporary Above Normal
Yes	Yes	Yes	No	Sustainable Competitive Advantage	Sustainable Above Normal
Yes	Yes	Yes	Yes	Sustainable Competitive Offer	Sustainable Above Normal For You

internationalization strategy

- Internationalization drivers: markets/clients
- Geographic advantages: distance, concentration of clients, willing to pay premium (mature economies)
- Market selection: culture, language, regulation
- Mode of entry: direct trade/export or greenfield investment