

Competitiveness Consultants

We have significant experience of Competitiveness Strategies, analysis of Competitiveness indicator data, and designing Competitiveness Observatories.



Competitiveness:

Is a comparative concept of the ability and performance of a firm, sub-sector or country to sell and supply goods and/ or services in a given market. Economists dispute the usefulness of the concept, particularly in the context of national competitiveness, although it is widely used in economics and business management.

The term may also be applied to markets, where it is used to refer to the extent to which the market structure may be regarded as perfectly competitive.

In recent years, the concept of competitiveness has emerged as a new paradigm in economic development. Competitiveness captures the awareness of both the limitations and challenges posed by global competition, at a time when effective government action is constrained by budgetary constraints and the private sector faces significant barriers to competing in domestic and international markets.

The term is also used to refer in a broader sense to the economic competitiveness of countries, regions or cities.

For more information on our Competitiveness services

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