

Resources and Capabilities (12 points)

Discuss which should be the primary basis for formulating strategy: The external market or the internal environment (firm's resources and capabilities)?

- Share an example of a company whose strategy has been based upon the external market and one that is based on a set of capabilities.
- Discuss how the external environment or resources and capabilities offer a sustainable competitive advantage and generate profit in each case.

Discuss the concepts, principles, and theories from your textbook. Cite your textbooks and cite any other sources if appropriate.

Your initial post should address all components of the question with a 500 word limit.

Textbook:

Grant, R. M. (2021). Contemporary strategy analysis (11th ed.). John Wiley & Sons.