Title of Article: Product Differentiation: A tool of Competitive Advantage and optimal Organizational performance. (A study of Unilever Nigeria Plc)

Author(s): Joy Dirisu Dr. Oluwole Iyiola Dr. O. S. Ibidunni


Abstract: In recent years the concept of competitive advantage has taken centre stage in discussions of business strategy; that is why, one of the major challenges organizations face today is how to have a competitive advantage. In most cases a stand out product will do the job, since products are perceived as both highly relevant and meaningfully, the ability for any one product to standout in a competitive category will guarantee the success of such organization. While there are numerous ways to differentiate brands, identifying meaningful product-driven differentiators can be especially fruitful in gaining and sustaining a competitive advantage. Differentiation is when a firm or brand outperforms rival brands in the provision of a feature(s) such that it faces reduced sensitivity for other features (Sharp & Dawes, 2001).