TECHNOLOGY-RELATED KFS’s
⇒ Scientific research expertise (important in such fields as pharmaceuticals, medicine, space exploration, and other “high-tech” industries
⇒ Production process innovation capability
⇒ Production innovation capability
⇒ Expertise in a given technology

MANUFACTURING-RELATED KFS’s
⇒ Low-cost production efficiency (achieve scale economies, capture experience curve effects)
⇒ Quality of manufacture (fewer defects, less need for repairs)
⇒ High utilization of fixed assets (important in capital intensive/high fixed-cost industries)
⇒ Access to adequate supplies of skilled labor
⇒ Low cost plant locations
⇒ High labor productivity (important for items with high labor content)
⇒ Low-cost product design and engineering (reduces manufacturing costs)
⇒ Flexibility to manufacture a range of models and sizes/take care of custom orders

DISTRIBUTION-RELATED KFS’s
⇒ A strong network of wholesale distributors/dealers
⇒ Gaining ample space on retailer shelves
⇒ Having company-owned retail outlets
⇒ Low distribution costs
⇒ Fast delivery

MARKETING-RELATED KFS’s
⇒ A strong network of wholesale distributors/dealers
⇒ Available, dependable service and technical assistance
⇒ Accurate filling of buyer orders (few back orders or mistakes
⇒ Breadth of product line and production selection
⇒ Merchandising skills
⇒ Attractive styling/packaging
⇒ Customer guarantees and warranties (important in mail-order retailing, big ticket purchases, new product introductions)
SKU 4980
STRATEGIC MANAGEMENT

SKILLS-RELATED KFS’s
⇒ Superior talent (important in professional services)
⇒ Quality control know-how
⇒ Design expertise (important in fashion and apparel industries)
⇒ Expertise in a particular technology
⇒ Ability to come up with clever, catchy ads
⇒ Ability to get newly developed products out of the R&D phase and into the market very quickly

ORGANIZATIONAL CAPABILITY
⇒ Superior talent (important in professional services)
⇒ Ability to respond quickly to shifting market conditions (streamlined decision-making, short lead times to bring new products to market)
⇒ More experience and managerial know-how

OTHER TYPES OF KFS’s
⇒ Favorable image/reputation with buyers
⇒ Overall low cost (not just in manufacturing)
⇒ Convenient locations (important in many retailing business)
⇒ Pleasant, courteous employees
⇒ Access to financial capital (important in newly emerging industries with high degree of business risk and in capital-intensive industries)

Patent protection