

# *Gaining Competitive Advantage*

*By Frank Liang, Regional Sales Manager*

**If you can't measure it, you cannot manage it!**

**“Minimizing loss is as much improvement as maximization of profit”**

**Louis Allen**

**Management Consultant – Organization Development**

# What is a Competitive Advantage?

- A competitive advantage is doing something no others are doing that makes your company more efficient & resilient
- A competitive advantage can also mean doing something other operators are doing but simply smarter with advance software tools. Time is money !
- Gaining a competitive advantage requires change and adaptability – Are you ready for the change ?

# Example of a Competitive Advantage

- *Information Technology = Your Future*
  - Fewer staff can manage same number of vessels
  - Ensure compliance with regulatory requirements
  - Have real-time access to key business data
  - Be in a position to take on new projects
  - Better prepare & track your history

# Questions to ask...

- Are we as efficient as we can be?
- Do we have standardized processes?
- Do we have real-time access to key data?
- Do we know the location of all of our inventory, what equipment causes us the biggest problems, and are our vessels in compliance?
- If an opportunity presented itself to allow us to take on more work, could we handle it?

# Steps to Achieve this Advantage

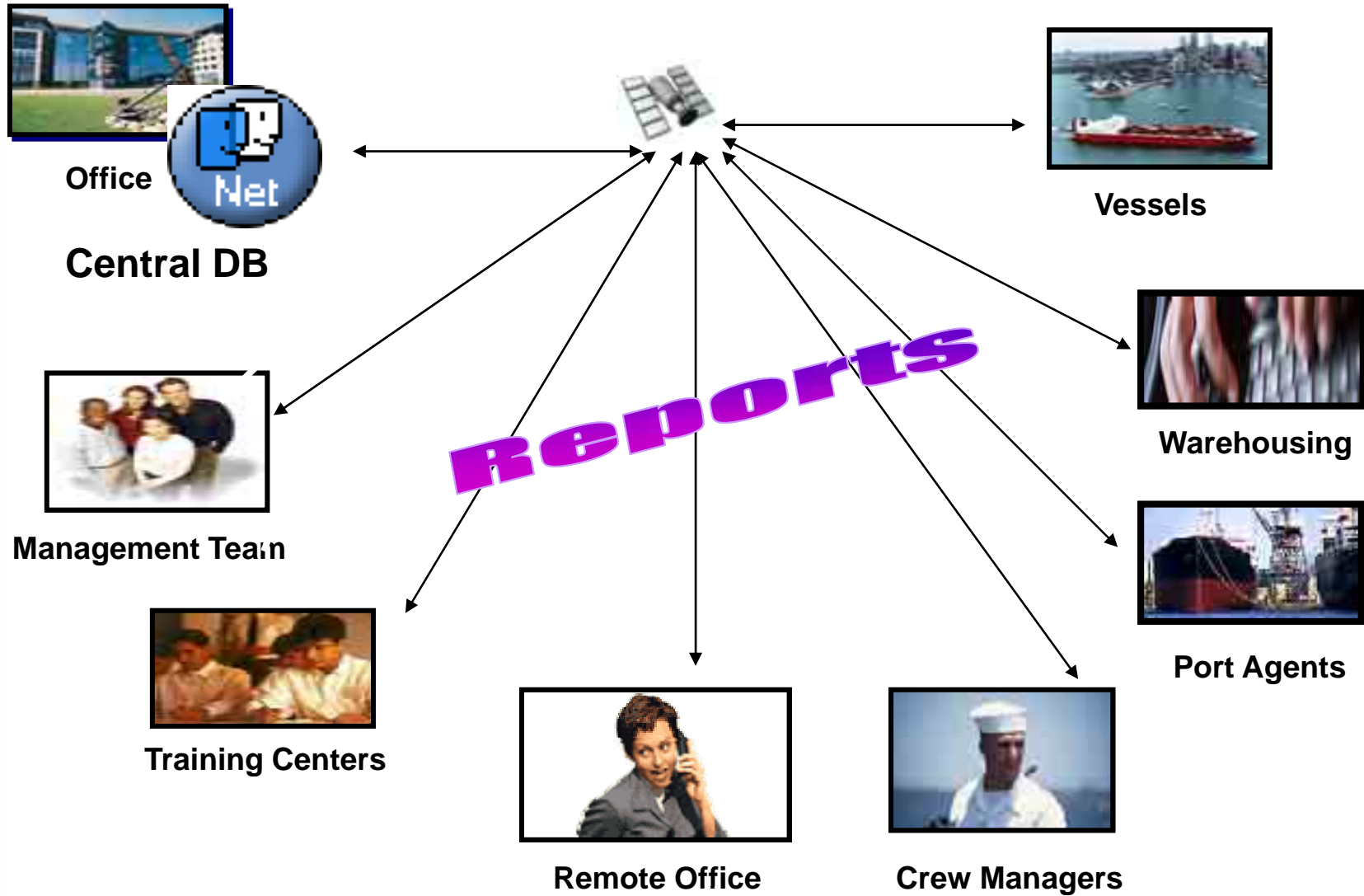
- Examine your internal processes / engage experts for advice
- Establish KPI's to evaluate performance
- Talk and visit other leading companies, make the best choice for your organization & implement solution with clear goals and objectives

# What does it mean for you?

## Where to start?

- Get management backing
  - Management agreement across the board would simply guaranteed the success of any projects
  
- Get a team of committed personnel with empowerment
  - A team of experienced and knowledgeable personnel yet committed.
  
- A good project Implementation is key to success
  - The know-how and experiences is the key area to cost saving.

# Information Sharing





*Thank you*  
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