Williamson Software's Competitive Advantage

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Introduction

- Competitive advantage determines an ability to control the market and outperform its competitors.

- It also determines the levels of sales that a company will make.

- This paper discusses new sales management application that is going to be developed by Williamson and can gain competitive advantage. The paper provides various success factors in order to make this new product gain competitive advantage in the software market.

Description of the Business Idea

- Williamson is a software development company. It has been in the technology sector for the last three years, where the levels of competitions are very high.

- The company intends to introduce a new business application program for sales management in organizations.

- This application is intended to change the way business handle sales by reducing errors, forecasting sales, demand and other issues related to sales in an organization.

Critical Success Factors

- A number of factors needs to be considered in order for the intended sales management application to be competitive in the market.

- These factors includes innovation and creativity, strong idea generation, meeting client needs, research and development, strong product management and focusing on the best product ideas (Lau, 2002).

- These factors will be discussed in details in the slides that follow.

Research and Development

- For purposes of gaining competitive advantage, a substantial amount of resources will be invested in research and development of sales application in the future.

- The research will be aimed at developing applications with features that meet the evolving business needs.

- It will also help in coming up with better applications that are environmentally friendly thus, gaining competitive advantage over others sales applications in the market.

Innovation and Creativity

- Innovation and creativity helps in focusing on development of a product with better features that meet the needs of the client.

- Therefore, the company will be keen to enhance innovation and creativity in the area of development of sales management application in the future.

- This will ensure that the software has unique features that are attractive to its intended customers.

Strong Idea Generation

- The success of a new product marketing will depend on the ability of the company product development section to generate strong ideas in relation to the product.

- The company will employ various product idea generation strategies such as customer feedbacks, score cards, brainstorming, etc.

- Strong idea generation aids in overcoming some of short comings in the product that may hinder it usage, lowering sales volume in the future.

- As a result, this feature will enhance the competitive advantage of the products by ensuring it features are innovative and creative in nature.

Meeting Client Needs

- One of the most vital critical success factor in relation to the business application products is the ability of a product in question to meet the needs of the business.

- To start with, business organization are concerned with the security of data and it is vital to ensure that the new sales management application has strong data security features.

- Secondly, the product development will focus on ensuring that the application is of high quality in order to meet the changing business needs in the area of sales.

- Finally, the application will be aimed at ensuring that it affordable and maintenance costs are affordable.

Strong Product Management

- Product management entails managing product development, supply and marketing, and are critical to the success of any given product.

- In the case of this new sales application, the management of a product development to meet demand schedules will be of paramount importance for it to succeed (Olsen, 2012). Thus, a lot of resources will be invested in enhancing timely development of applications to meet the schedule set by the clients.

- The issue of customer satisfaction will be given priority in the process of product development as well as its marketing. In addition, product management will be aimed at ensuring that applications availed to the customers add value to them.

Best Product Ideas

- Development of applications depends on paying attention to the best ideas.

- In the case of this product, different ideas will be generated on how to develop a product, market it and manage it future redevelopment.

- The best ideas in terms of features, methods of development and marketing will be used in order to enhance the acceptance of the product by customers in the market, hence giving it competitive advantage.

Conclusion

- A combination of various critical success factors will be vital in ensuring that a product is accepted in the market.

- These factors will ensure that the sales application add value to customers, customers are satisfied and its cost is friendly to them in terms of acquisition and maintenance.

- In conclusion, Williamson sales management competitive advantage will be enhanced by the factors that have been discussed in this presentation.