



Notes

1) Guno and its affect on coral reef

shifts in consumer tastes away from the firm's products
emergence of substitute products
new regulations
increased trade barriers

2) Management plane for coral reef

lack of patent protection
a weak brand name
poor reputation among customers
high cost structure
lack of access to the best natural resources
lack of access to key distribution channels

3) Causes of disappearance of coral reef

an unfulfilled customer need
arrival of new technologies
loosening of regulations
removal of international trade barriers

4) General information

patents

strong brand names

good reputation among customers

cost advantages from proprietary know-how

exclusive access to high grade natural resources

favorable access to distribution networks