

**Slide 1:**

Title - Self-Explanatory

**Slide 2:**

The Importance of leader in communication and executing Business Strategy.

Tell student about Elon Musk and Gary Vee

**Slide 3-10:**

Self-Explanatory

**Slide 11:**

Student Activity #1

**Slide 12:**

COMPETITIVE ADVANTAGES – Self Explanatory

**Slide 13:**

Definition Time. Self-Explanatory

**Slide 14:**

So The USP is in between what your brand is good at and what your customers want.

Why not in the middle? Because then you are also somehow still have some similarities with your competitor, you are not offering something new.

Why not on the right side? Because then you better just open a franchise of your competitor. You are exactly same like them, No differentiation at all. WHICH, is actually somehow normal in the business competition. Do you believe that there are one Business Motivation saying: "If you want to be success, do what other business do" ?

Now this concept, the act of copying other USP/Competitive advantage will be covered in a couple of slide after this slide. We will learn and find out why there is so much copying in business (Real Ex: Ghozali) and what is the consequence of this to USP.

So Again, USP/CA is the melting point/the fusion/the combination between What you do well and what consumer want. How do you achieve that? You must know your ability very well, you must know your speciality well, and also you must know your customer very well, cuz you want to know what do they like, what is hype for them now.

**Slide 15:**

The unique selling proposition is the main reason why Coca-cola has been around for a long time now since 1886. It uses universal storytelling and everyday moments to connect with its customers globally.

Think of specific Event when people drink Coca-cola? Watching Football, Birthday Party, Movie Night, Celebration... And it is UNIVERSAL, because what is the different of Indonesian People and British People

when watching football? NONE, all the same Happy celebration,  
So Coca-cola CA/USP is even stronger, it reach the market in all over the world, because its universal.

**Slide 16:** Spontaneous

**Slide 17:**

Tell Funny Story: Why Starbucks always mistakenly spell names:

1. Busy, Long Lines, Fast Track. You want To have fast order or You want to have correct spelling of your name?
2. Purpose, Deliberately, Persuading customer to post on SocMed to make it Viral, Marketing
3. To “Annoy” / “Tease” customers. They need funny stuff
4. To Entice customers. Keep them curious and coming back to get a cup with correct spelling

**Slide 18:**

**COMPETITIVE ADVANTAGES / USP** are typically Temporary because competitors often quickly seek ways to duplicate them

**Slide 19:**

STUDENT ACTIVITY #2

“If you want to be success, do what other business do” ?

**Slide 20-21:** Closing

#### REFERENCE

Baltzan, P. (2020). M: Information systems (5th ed.). McGraw-Hill.

Betterteam. (2020, November 17). CEO vs. CFO. <https://www.betterteam.com/ceo-vs-cfo>

*End of Note*