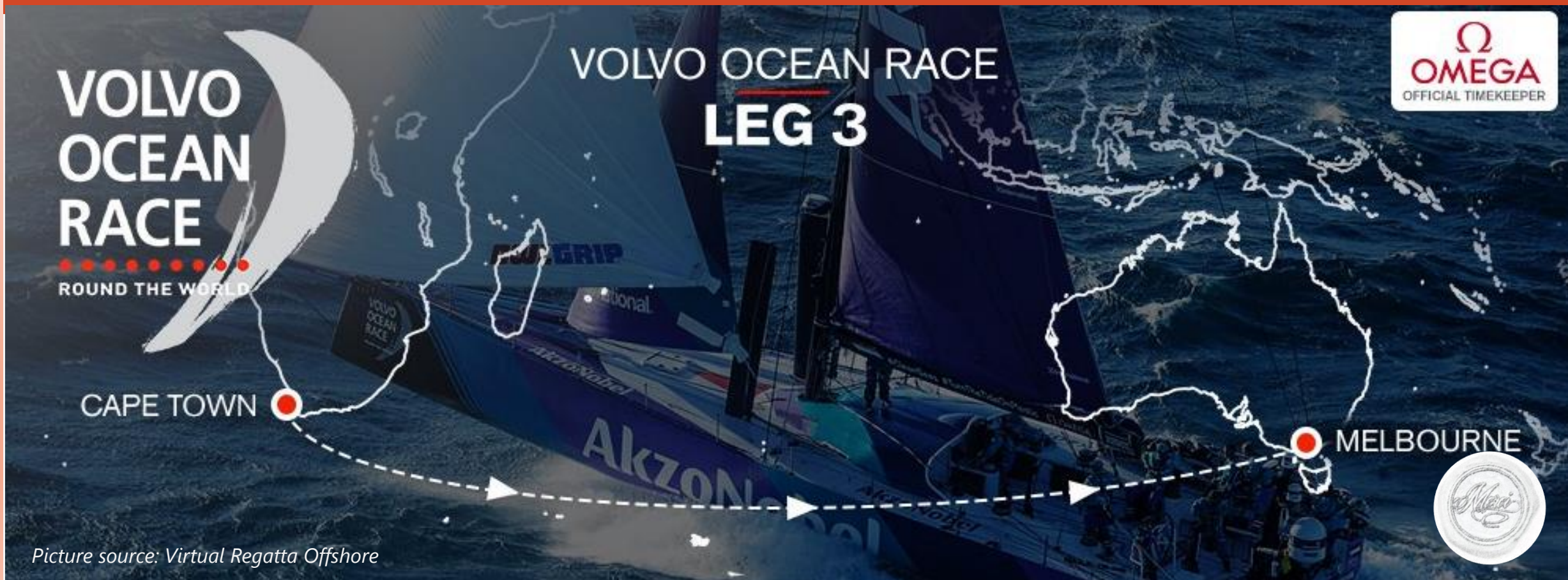


Our Strategy Race: Leg 3 - From Cape Town to Melbourne. Resources of the Firm.



→ Leg 3. From Cape Town to Melbourne

OUTLINE Leg 3. Resources and Capabilities

01
Role of Resource & Capabilities in Strategy Formulation



02
The Resources of the Firm



We are here!

03
Organizational Capabilities



04
Competitive advantage as a result of Resources and Capabilities



05
Framework for Analyzing Resources and Capabilities



06
Summary and Conclusions



→ Leg 3. From Cape Town to Melbourne.

02 The Resources of the Firm



We are here!

Company	Ticker	Market Cap (US \$ Billion)	Price to Book	Industry
Apple Inc	AAPL	880.17	5 6.69	Tech Hardware Storage & Peripherals
Alphabet Inc	GOOG	728.67	3.93	Internet Software and Services
Microsoft	MSFT	660.68	3 8.79	Software
Amazon	AMZN	561.57	1 25.14	Internet & Direct Mktg Retail
Facebook	FB	514.25	4 7.92	Internet Software & Services
Berkshire Hathaway	BRK	491.12	1.66	Diversified Financial Services
Alibaba	BABA	440.81	2 10.26	Internet & Direct Mktg Retail
Johnson & Johnson	JNJ	382.88	5.36	Pharmaceutical
JP Morgan & Chase	JP	370.74	1.63	Banks
Wells Fargo	WFC	297.30	1.67	Banks
Walmart	WMT	287.01	3.83	Food & Staples Retail
Procter & Gamble	PG	227.95	4.21	Household Products
Anh-Busch Inbev	BUD	214.87	2.98	Beverages
Cisco Systems	CSCO	187.69	2.90	Communication Equipment
General Electric	GE	155.32	2.07	Industrial Conglomerates

Data Source: Fidelity.com. Information from 12/12/2017



→ Leg 3. From Cape Town to Melbourne.

Leg 3. Resources and Capabilities

02 The Resources of the Firm

