



VRIO FRAMEWORK

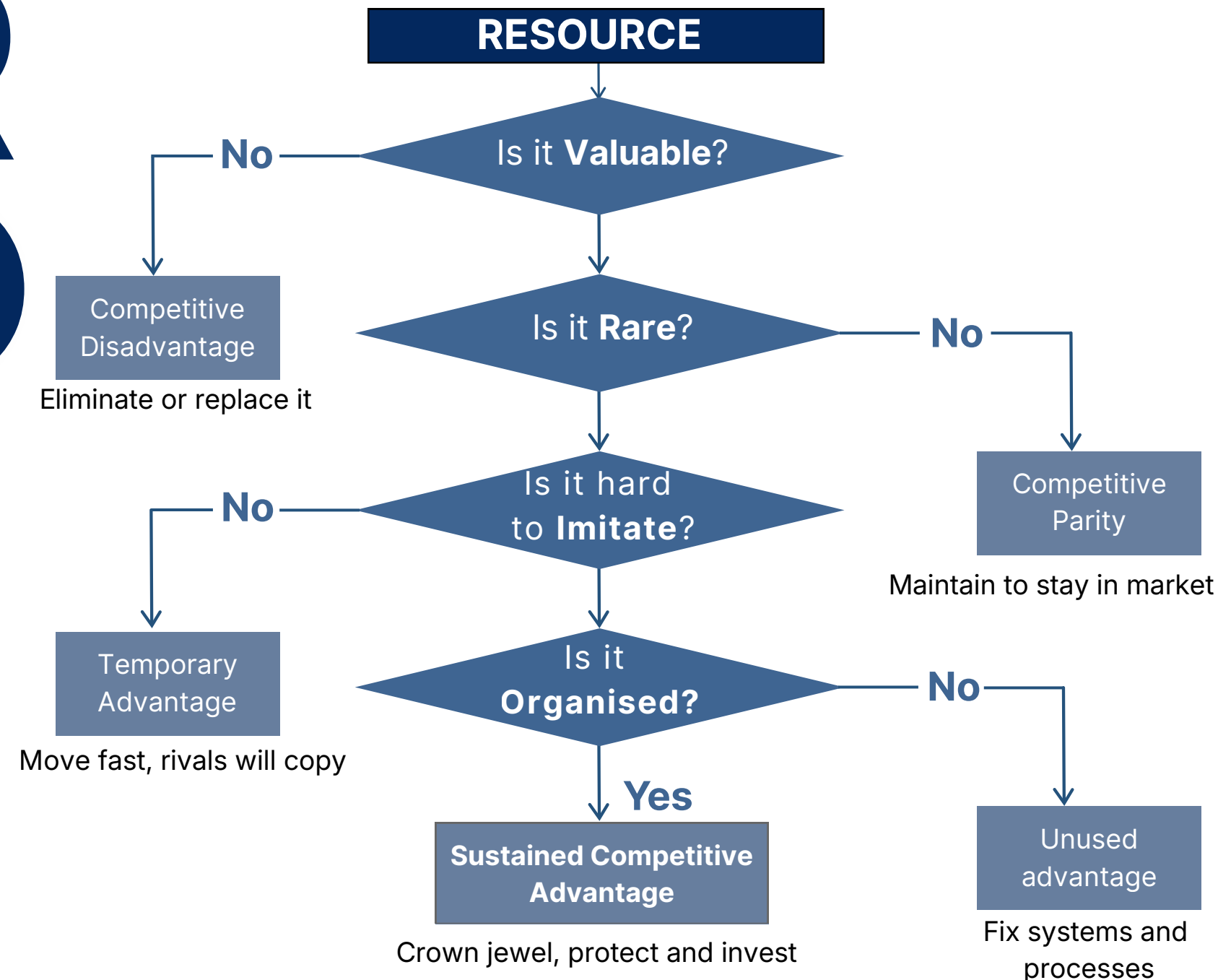
COMPETITIVE ADVANTAGE ASSESSMENT TOOL



The **VRIO Framework** is a strategic analysis tool used to evaluate a company's internal resources and capabilities. It assesses whether a resource is **Valuable**, **Rare**, **Inimitable**, and **Supported by the Organisation**, determining the type of competitive advantage it creates.



	Competitive disadvantage This resource doesn't help. It may even drain costs. Consider eliminating or replacing
	Competitive parity Useful, but everyone has it. Maintain it to stay in the game, not to win it.
	Temporary advantage You're ahead now, but rivals can copy it. Move fast and build on this while you can.
	Unused advantage A hidden gem. Fix your internal systems, processes, or culture to unlock its full power.
	Sustained advantage This is your crown jewel. Protect, invest in, and build your strategy around this.





VRIO FRAMEWORK

REAL WORLD BUSINESS APPLICATIONS

V VALUE

Apple's Integrated Ecosystem (hardware+software) and unique brand loyalty allow it to exploit market opportunities and defend against threats.

R RARITY

Proprietary, complex OS and hardware combination, Apple Silicon development, and distinctive design are unique capabilities not found with major competitors.

I INIMITABILITY

A Deeply entrenched, complex social and technical network (walled garden) is incredibly costly and time-consuming for rivals to copy.

O ORGANIZATION

Strategic focus on integrated cross-device functionality, unique retail stores, and optimised supply chains ensures all internal resources are captured for competitive advantage.



SUSTAINABLE COMPETITIVE ADVANTAGE

When a resource or capability is Valuable, Rare, Inimitable and the organisation is organized to capture its value, it leads to long-term competitive advantage.