

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS

STATE EDUCATIONAL INSTITUTION

"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

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**COST ADVANTAGE IN MATURE INDUSTRIES
WITH STRATEGIC APPROACHES**

Master`s thesis

specialty 1-26 80 04 "Management"
(profile "Financial Management")

Supervisor:
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Admitted to Master`s thesis defense on
" ____ " _____ 2021
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GENERAL CHARACTERISTICS OF THE WORK

Master's thesis on the topic: COST ADVANTAGE IN MATURE INDUSTRIES WITH STRATEGIC APPROACH: 62 pages, 15 figures, 8 tables, 26 references.

Keywords: STRATEGY, COST ADVANTAGE, LEADERSHIP, EXPERIENCE CURVE, APPROACH, STRATEGY, EFFICIENCY, INVESTMENT, MARKETING, ECONOMIES OF SCALE.

The object of the research: with the use of main principles in cost advantage like experience curve, economies of scale and residual efficiency, combined with the novel approaches of analysis as prescriptive analysis, analytical perception is applied for detailed research.

The subject of the research: the research will mainly be featured on pursuing cost advantage in mature industries like electronics retail, as well as energy.

The main goal of the research: the research aims at questing cost advantage or cost leadership for corporations, with the right tactic in either marketing or initial investment on technologies.

The results obtained and their novelty: with the common knowledge of the utilization of experience curve, specific analysis Shelby light when entering a mature market. Meanwhile there is increasing necessity for corporations to initiate novel approaches such as prescriptive analysis and game theory to balance between its own pros and cons as well as the plan of its competitors. Pandemic route cash flow and resilience, it is now crucial time for corporations to pursue cost leadership in a rational manner, which calls for analysis of data as well as the right focus on efficiency improvement.

Information about the structure of the master's thesis: the thesis will be in three parts. In the first chapter there is a list of basic principles for cost advantage or cost leadership. The second chapter focuses on the status quo of cost to leadership within matured industries. Here two thriving enterprises with aggressive pricing tactics are cited as examples. The thesis finally turns to the novel approaches to specify the tactics with prescriptive analysis and game theory. Although cost leadership has long been discussed and pursued by either scholars or entrepreneurs, there is still a long way to move for the crowd. Thus, each section is given equal attention without bias between the conventional and the novel approaches.