

<div>Module 1</div> <div>Section C: Developing and Managing Organizational Strategy</div> <div>Term</div> <div>Business strategy</div> <div>APICS CPIM Learning System © 2025</div>	<div>A plan for choosing how to compete. Business strategies can be classified into three general categories: (1) least cost, (2) differentiation, and (3) focus.</div>
<div>Module 1</div> <div>Section C: Developing and Managing Organizational Strategy</div> <div>Term</div> <div>Order qualifiers</div> <div>APICS CPIM Learning System © 2025</div>	<div>Those competitive characteristics that a firm must exhibit to be a viable competitor in the marketplace.</div>
<div>Module 1</div> <div>Section C: Developing and Managing Organizational Strategy</div> <div>Term</div> <div>Order winners</div> <div>APICS CPIM Learning System © 2025</div>	<div>Those competitive characteristics that cause a firm’s customers to choose that firm’s goods and services over those of its competitors.</div>
<div>Module 1</div> <div>Section C: Developing and Managing Organizational Strategy</div> <div>Term</div> <div>Product profiling</div> <div>APICS CPIM Learning System © 2025</div>	<div>A graphical device used to ascertain the level of fit between a manufacturing process and the order-winning criteria of its products. It can be used at the process or company level to compare the manufacturing capabilities with the market requirements to determine areas of mismatch and identify steps needed for realignment.</div>

**Module 1**

*Section C: Developing and Managing  
Organizational Strategy*

**Term**

Value-driven enterprise

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An organization that is designed and managed to add utility from the viewpoint of the customer.