Fold each printed sheet in half lengthwise. The left side of the document will list the term and the right side will list the definition. Tape or staple the open edges of your flashcards. Cut out your flashcards on the solid lines indicated and fold them on the dotted lines.

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Module 1

Section C: Developing and Managing Organizational Strategy

TermBusiness strategy

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A plan for choosing how to compete. Business strategies can be classified into three general categories: (1) least cost, (2) differentiation, and (3) focus.

Module 1

Section C: Developing and Managing Organizational Strategy

TermOrder qualifiers

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Those competitive characteristics that a firm must exhibit to be a viable competitor in the marketplace.

Module 1

Section C: Developing and Managing Organizational Strategy

TermOrder winners

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Those competitive characteristics that cause a firm's customers to choose that firm's goods and services over those of its competitors.

Module 1

Section C: Developing and Managing Organizational Strategy

TermProduct profiling

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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.

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.