



Profit Tip: Market Dominance Strategies

To be a leader in your market, you have to do your homework. A business with market dominance has successfully made it to the top of their chosen market. If you are looking to cash in on your market position, keep reading for tips on how to make a profit.

Any business that has market dominance usually has at least half of the market share. People know their logo and trust their products and services. Their nearest business competitor has half or less of the remaining market shares.

Every position has its benefits. That includes market competitors other than the market leader. If you are further back than that, but have a great service, you can also learn to use a few strategies to sneak in under the radar as it were.

- 1- A market leader sets the pace. You have a unique opportunity. You know your market and have their ear. Instead of resting on your business laurels, spend some money coming up with new product ideas and/or streamlining existing products or services for an even better performance. If the customer already likes the product, you can only increase sales by improving a good thing.
- 2- A competitor always strives to be just as good as the market leader. They say that imitation is the sincerest form of flattery but in business, it is a way to turn a profit. Learn from the successes and failures of the leader. Use their methods to improve your product.
- 3- The best thing about a competitor is that they stay close to the leader and keep them honest. You have also studied the leader enough to find potential weaknesses in their business. Exploit that weakness by developing a product that can compete and outshine them in that category. Attract customers by cutting prices and increasing promotional offers. As a competitor, you have the advantage of being able to focus on one area and see a profit.
- 4- You may be a market follower who watches the leader. To stay under the radar, create products similar to what the leader is producing. It is your version but you utilize many of the leader's methods to do it. It's like admiring from a distance. You are far enough away in the market share not to be perceived as a threat to the leader, but you are also drawing away some customers with your product. Use some of their successful advertising strategies to help beef up your sales.
- 5- Your business may concentrate on a specific type of product that is produced by the market leader. This is a form of niche marketing. Using your resources, offer a more specialized product in the same category.

Market dominance has benefits for the entire market even if you aren't the leader. Learn to use your position to still earn a profit.