

Porter's Diamond and its Role in Developing the competitive performance of Palestinian Dairy Companies

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Abstract

This study aims at showing the role of Porter's Diamond and the competitive advantage in enhancing the competitive performance of the Palestinian dairy

companies in Hebron Governorate. The study included two dairy companies in the Hebron governorate, Al-Junaidi and Al-Jabriini Dairy Company. They were chosen to provide the competitive elements proposed by the economic world Michael Porter.

We know the relationship between diamond and competitive performance in these companies.

The study used experimental descriptive approach to achieve the objectives of the

study. In order to provide the Palestinian dairy companies with recommendations and

suggestions for decision makers, a questionnaire was designed to obtain the

necessary data for this study. (Department of Production, Administration, Purchasing,

Marketing, Accounting) at Al-Jundi and Al-Jabriini Company (256) of both sexes, and a random sample was selected, which included 143 employees and employees of the study society.

After the data collection was statistically processed using the statistical packages

program for social sciences, the study reached many results. The most important of

these were: Porter's role played an important role in enhancing competitive performance. The

analysis of linear regression results showed that the most influential

factors on competitive performance are demand conditions, The competitive structure,

followed by factors of production and finally the role of the government. In this study, the positive role of competitive strategies in enhancing competitive performance was also found. The

Competitive Performance of the Cost

Leadership Strategy The positive role of competitive advantage in enhancing competitive

performance was also found in this study. In the elements of competitive

advantage, the

most influential factor on competitive performance is the response, followed by renewal

efficiency and finally quality.