

It is definitely advantageous to <u>be the first to</u> enter a market-first, provided <u>that</u> there is an-asymmetry in market. A company should be able to<u>must</u> make the <u>an informed expert</u> decision <u>on as to</u> whether being the first to <u>entering enter</u> an emerging market is worth the <u>sorrow to invest moneyinvestment</u>. This decision would-largely <u>depend-depends</u> on their-its resources.

<u>Companies A company</u> that <u>adopt adopts</u> a first-mover strategy <u>constantly</u>-attempt<u>is</u>- to <u>make more-use its</u> resources <u>and to produce more</u> products of before the followerfollowers <u>arrivesarrive</u> on scene. However, if <u>the a</u> follower is able to develop resources that are better than those of the first mover, there is nothing preventing the follower from seizing the market share. The durability of <u>the entering movera pioneer's</u> competitive advantage depends <u>not only on not only the its</u> initial resources of the pioneer but on also the resources which that it develops progressively.

All material in this document is the intellectual property of Crimson Interactive Pvt. Ltd. The use of information and content in this document in whole or in part is forbidden unless express permission has been given in writing by Crimson Interactive Pvt. Ltd.

www.enago.com | www.enago.jp | www.enago.com.tr | www.enago.com.br | www.enago.de | www.enago.tw | www.enago.co | www.enago.co.kr | www.enago.ru **Comment [A1]:** The advantage is being the first to enter the market. Hence, this information has been moved to an earlier instance, highlighting its importance.

Comment [A2]: A company may not be "expert" even with information. Hence, this has been revised to "informed."

Comment [A3]: This part has been rearranged to clearly convey that resources are used to create projects.

Comment [A4]: A split infinitive has been introduced here with the use of "not only...but also" to avoid redundancy in the use of "on."