

**STRATEGIA DE DIFERENȚIERE ȘI IMPACTUL
ACESTEIA ASUPRA COMPETITIVITĂȚII.
STUDIU COMPARATIV ÎNTRE IMM-URILE
ROMÂNEȘTI ȘI CELE GERMANE**

**THE DIFFERENTIATION STRATEGY AND ITS
IMPACT UPON COMPETITIVENESS. A
COMPARATIVE STUDY BETWEEN ROMANIAN
AND GERMAN SMEs**

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Abstract: Strategic management is applicable and important not only to large enterprises, but also to SMEs that want to survive or achieve new market leadership in an environment marked by increased competition and continuous diversification of customer preferences. To achieve the established goals an enterprise must stay competitive through the implementation of the most suitable strategies. What this article highlights is that in fact there is a connection between the strategy of differentiation and competitiveness. Our approach is based on parallels between two different samples of SMEs, one from the North-West Region of Romania and the other from Baden Wuerttemberg, Germany. We believe that this empiric research can bring new understanding of the impact of strategy types, in our case the differentiation strategy on competitiveness, deepen the understanding of Romanian and German SMEs behaviour.

Keywords: competitiveness SMEs, differentiation strategy, quantitative methods