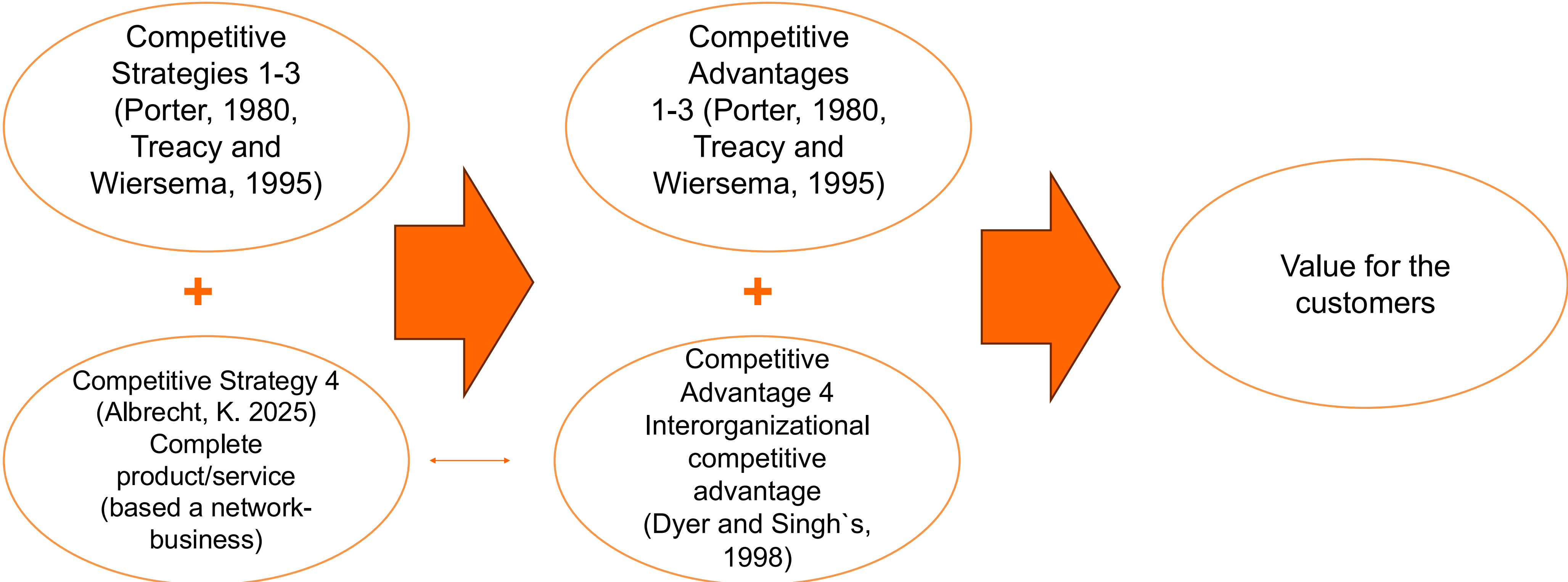


How does your company create value for customers through competitive strategies and competitive advantages? (Natural Food Products in The Hospitality Industry)

New: Value networks are viewed as the fourth competitive strategy



Case Studies involving various supply chain actors, restaurants, and experts, 14–33 participants per article.

Competitive Strategy/Strategies	Value for Customer	Customer Segmentation and Needs
(1) Operational efficiency and excellence Cost leadership	Cost efficiency Convenience	Focuses on price-sensitive segments, high volumes <i>Breakfast/Brunch/Lunch/Dinner segment(buffet)</i>
(2) Product and service leadership Differentiation	Superior product	Aims at quality-conscious customers, emphasizes value <i>A la Carte segment</i>
(3) Customer focus and proximity Focus, Niche market	Tailored solution	Carefully selects a narrow segment and serves it particularly well <i>Catering segment</i>
(4) Complete product/service (based a network-business)	The overall experience	Overall experience of services and products <i>Event segment (day and overnight)</i>

Albrecht, Kati and Vilko, Jyri (2026). Customer Segmentation Meets Strategy: Unlocking the Competitive Value of Natural Products in Hospitality Industry. In: Iglesias, A., Shin, J., Bhatt, N., Joshi, A. (eds) Information Systems for Intelligent Systems. ISBM 2025. Lecture Notes in Networks and Systems, vol 1743. Springer, Cham. https://doi.org/10.1007/978-3-032-13006-8_24

How can we help your company align your resources through competitive strategies toward the value experienced by the customer?