

Creation of a model to study the traditional industry's competitiveness : application to the home furniture industry at the valencian Community

ABSTRACT:

The main objective of this thesis is to analyse the behaviour of industries, and the relation that exists between the exogenous variables, which depend on the structure and organization of the industry, and the endogenous variables, which are specific to the firm and are related to the resources they have and the capabilities they develop, in their competitiveness. To do this, we study in depth the theoretical concepts as well as we carry out a cases study in the home furniture industry of the Valencia Community.

The external aspects of the industry and the synergies generated from the group's action affect firms in the industry directly, as well as their competitive level. Their results and their behaviours are influenced both by these external aspects, as well as by the possession of specific resources, and the development of concrete capabilities, which are adapted to the industry's needs.