

## **The Author's Model of Assessing the Possibility of Achieving a Competitive Advantage Based on the Business Model and Position in the Supply Chain**

KONIECZNA, Izabela, The Jan Kochanowski University in Kielce (POLAND), Email: [izakonieczna@ujk.edu.pl](mailto:izakonieczna@ujk.edu.pl)

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### Abstract

The aim of the article is to create a procedure for assessing the possibility of achieving a competitive advantage on the basis on the analysis of the degree of strategic objectives implementation through a business model, and analysis of the organization's position in the supply chain. Authorial model of the possibility of achieving a competitive advantage has been developed basing on the authorial definition of the business model. In the article is presented the matrix on which can be presented graphically in two-dimensional space results of the interaction of the degree of strategic objectives implementation by the business model and the position in the supply chain. The matrix consists of four areas that show the possibility of achieving a competitive advantage. Depending on the area in which the organization is located after calculations, it can read the possibility of achieving a competitive advantage.

*Keywords: Business model, supply chain, competitive advantage, matrix*