

1. **Okafor, Chinwuba** (2002). “Developing Capacity for Competition”; *BIU Journal of Social and Management Sciences*; June Volume 1 Number 1, pp 131-147

DEVELOPING CAPACITY FOR COMPETITION

ABSTRACT

Information and Computer Technology (ICT) has broken national economic boundaries and made the world a global village. Also, many economic integrations bodies have been formed to eliminate all forms of trade and economic barriers. Consequently, consumers have access to more information and products. Competition has, therefore, become more intensive as goods and services providers operate across national and economic barriers. Therefore, firms which cannot cope with this competition are lagging behind in all their performance indicators and some of them are folding up. This paper advocates that for a firm to remain competitive, improve its performance, and relevant to its customers; it has to develop distinctive competencies that would provide what customers do not realize that they need now but which they would appreciate and value when they see it.