

Sustaining competitive advantage in the global petrochemical industry: a Saudi Arabian perspective

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Abstract: This paper analyses the competitive advantages of Saudi Arabia in the global petrochemical industry. Porter's model is used for this purpose. Saudi Arabia, a leading producer of oil, is also the largest worldwide producer of a number of petrochemical products. Competitiveness in the global market demands an examination of comparative advantages and is the reason why Saudi Arabia is yet to succeed in the global market. This paper is an attempt to analyse the industry and to provide strategic alternatives.

Keywords: petrochemical; Porter; Saudi Arabia; strategy.

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