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STRATEGIC GROUPS AND COMPETITOR ANALYSIS STRATEGIC GROUPS • A strategic group is a group of firms in an industry following the same or a similar strategy along the strategic dimensions.” (Porter M E, 1980, p.129). • The strategic dimensions are key strategic decision variables which best distinguish the strategic group analysis porter pdf A strategic group is a concept used in strategic management that groups companies within an industry that have similar business models or similar combinations of strategies. become popular (Porter (1980)). This appears to be a supply side concept in that it seeks to identify groupings or structures within industries, but it is in fact based on the observed similarity of behavior. Strategic Group Analysis in the Construction Industry Article (PDF Available) in Journal of Construction Engineering and Management 135(4) · April 2009 with 2,866 Reads DOI: 10.1061/(ASCE)0733 ...