









whole industry. For instance, vicious competition within the industry will reduce the profit rate and undermine the development of enterprises. The business monopoly with the industry will also lead to declined international competitiveness of both enterprises and the whole industry.

In addition, in the implementation process of industrial strategy, the effectiveness of enterprise strategic adjustment on the micro level, attitude and how quick can it respond to changes will directly determine whether the industrial strategy can succeed.

### **3. Industrial competitiveness is the major indicator of comprehensive competitiveness of enterprises within the industry**

To foster core competitive edge is the major target of strategic management. Competitiveness can be divided into the following three categories: national competitiveness, industrial competitiveness and enterprise competitiveness. Industrial competitiveness reflects national competitiveness and competitive edge and it is also the sum of enterprise competitiveness combined. The improved industrial competitiveness must be reliant on the overall improvement of competitiveness of enterprises within the industry. Industrial competition including competition among enterprises is embodied in the form of product competition, thus the industrial and enterprise competitiveness are the comprehensive indicator of the competitiveness of products. The core targets for both industrial strategy and enterprise strategy are to enhance competitiveness of products and enterprises.

## **Conclusion**

Industrial strategy and enterprise strategy are of different strategic levels. They are complementing, influencing and mutually reinforcing each other. A clear line can be drawn between these two as the former studies on industrial development and the latter on enterprise competitiveness. Only when the relation is better understood can we gain an insight into the study of industrial strategy. This also holds practical importance for guiding the enterprise strategy management.

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