**Crocs Case: Notes**

**Crocs has been quite successful in the company’s short life. Why?**

|  |  |
| --- | --- |
| **What are Croc’s Core Competencies?**  | **Why is it a core competency, Advantages it gives Crocs** |
|  | * +
 |
|  | * +
 |
|  | * +
 |
|  | * +
 |
|  | * +
 |