|  |  |
| --- | --- |
| **Outline of possible ways in which Merlin Entertainments *could* hold a competitive advantage** | **Analysis of the factors affecting the *ability* of Merlin Entertainments to hold a competitive advantage** |
| First possible competitive advantage |  |
| Second possible competitive advantage |
| Third possible competitive advantage |

**Evaluation of the *extent to which* Merlin Entertainments’ holds a competitive advantage**