It is definitely advantageous to be the first to enter a market, provided that there is an asymmetry in market. A company should be able to make an informed expert decision as to whether being the first to enter an emerging market is worth the sorrow to invest money. This decision would largely depend on the company’s resources. Companies that adopt a first-mover strategy constantly attempt to make more use of its resources and to produce more products before the followers arrive on scene. However, if a follower is able to develop resources that are better than those of the first mover, there is nothing preventing the follower from seizing the market share. The durability of the first-mover pioneer’s competitive advantage depends not only on the initial resources of the pioneer but also on the resources which it develops progressively.

Comment [A1]: The advantage is being the first to enter the market. Hence, this information has been moved to an earlier instance, highlighting its importance.

Comment [A2]: A company may not be “expert” even with information. Hence, this has been revised to “informed.”

Comment [A3]: This part has been rearranged to clearly convey that resources are used to create projects.

Comment [A4]: A split infinitive has been introduced here with the use of “not only... but also” to avoid redundancy in the use of “on.”