It is definitely advantageous to be the first to enter a market, provided the market is asymmetrical. Largely depending on its resources, a company should be able to make an informed decision on whether being the first to enter an emerging market is worth the sorrow to invest money. This decision would largely depend on their resources.

Companies that adopt a first-mover strategy constantly attempt to make more use of its resources and produce more products before the followers arrive on scene. However, if the 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 entering-mover pioneer’s competitive advantage depends not only on its initial resources 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 substantive edit ensures structural accuracy in sentences while adding conciseness and retaining the author’s intended meaning.

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

Comment [A4]: Good flow in sentences is necessary along with clarity in academic editing.

Comment [A5]: A split infinitive has been introduced here with the use of “not only...but also” to avoid redundancy in the use of “on.”