

### Summary:

The objective of the research is to study the dimensions of positioning strategy, and its affect on constructing a competitive advantage, this research has been applied on Jordanian insurance companies.

The research conclude that there are a great affect of all dimension on building a competitive advantage such as, quality as one of these positioning dimension, also utility and price have been marked affect on competitive advantage of insurance companies in Jordan.

The research shows a considerable competition among these companies in Jordan, and this appeared through studding these dimensions. Which shows its affect on competitive advantage on those companies. So all dimension shows a positive affect on competitive advantage for these companies in Jordan which lead them to give consideration to these dimension by put them into practice and ultra- attention.