Summery

The researcher has studies the impact of a competitive advantage and recommending suggestion regarding product strategy which is able to build a competitive advantage on industrial organizations in Jordan which manufacture air conditions.

The study attained that there were some product features which have an influence such as the physical and design of the product, other features have a weak to a very weak influence on competitive advantage, and this lead the organization to focus on the features such as reliability, trade mark and the country of origin, which leads the organization to focus on the features which contribute in differentiating it among other organizations in the same industry.