



Application of the concept of Competitive Advantage in the area of Financial Products and Services (A Study conducted with special reference to Reliance Money)

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Competitive advantage and value addition are two major benchmarks in the area of contemporary financial products selection modality and processes. This is the major angle on the basis of which this research study has been conceived and undertaken.

Key words: *Competitive Advantage, Brokerage Firm, Market Conditions, Value Addition.*
