

***Creating Competitive Advantage Through Strategic Social Entrepreneurship***

***In The Non-Profit Sector***

*by*

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**ABSTRACT**

*Non-profits organizations create a competitive advantage in order struggle to gain financial sustainability. Widhya Asih Bali Foundation sits under service for children and community self-help assistance to empower Bali's otherwise overlooked children, giving them a chance at the kind of life that most people around the world take for granted. Setting up entrepreneurial mindset toward the entrepreneurial activities. Widhya Assih Bali Foundation is strengthening internal methods of generating financial sustainability of public programs. The focus of this study in social entrepreneurship is geared toward the internal competitive nature of how the organization operates in building impact through the children. Though it may be worth considering how existing resources can also meet external needs that can add value in society through commerce (business) internal generating money making methods. Such an approach does not have to be geared toward cost-cutting services rather it can be toward providing a unique service and/or product. In this way a competitive advantage can be achieved for financial gain within the organization for future program and orphan sponsorship.*

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**Keywords: Competitive Advantage, Generic Strategy, Social Entrepreneurship**

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