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The strategy is to achieve a form of differentiation, or low cost in serving a particular market, or both differentiation and low cost. A focused position in an industry provides defenses to the five competitive forces similar to those discussed above, but there is a clear limitation to achieving a high market share in the industry.

Porter, M. E. 1980. Competitive Strategy: Techniques for ...
Competitive Strategy: Techniques for Analyzing Industries and Competitors. The Free Press. Chapter 14: The Strategic Analysis of Vertical Integration. Summary by James R. Martin, Ph.D., CMA Professor Emeritus, University of South Florida. Porter's Competitive Strategy Main Page