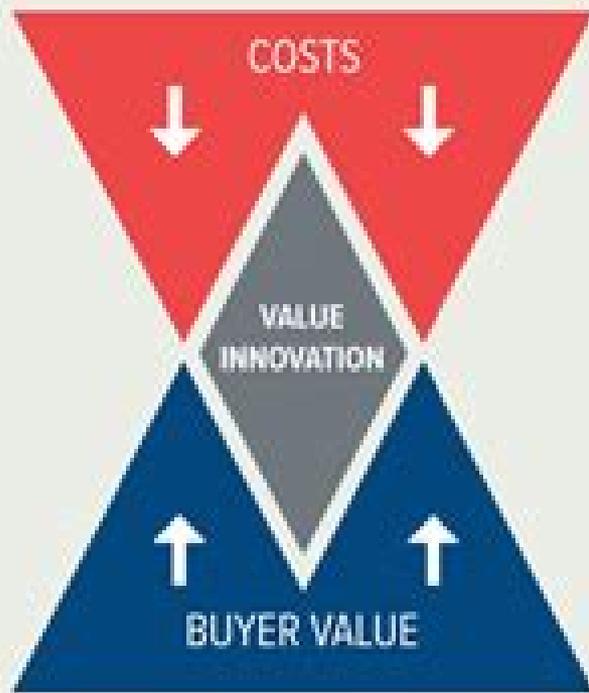


WHAT IS A BLUE OCEAN STRATEGY?

A Visual Explanation

W. Chan Kim and Renée Mauborgne who wrote the now famous book 'Blue Ocean Strategy'. A Blue Ocean represents uncontested market space where there is no or little competition. In contrast, a Red Ocean is where everyone is competing and markets have well defined boundaries. A Blue Ocean Strategy creates new where none existed in the past. Examples, include Nintendo Wii and Cirque De Soleil.



RED OCEAN STRATEGY

FOCUS ON CURRENT CUSTOMERS

- Compete in existing markets
- Beat the competition
- Exploit existing demand
- Make the value-cost trade-off
- Align the whole system of a firm's activities with its strategic choice of differentiation OR low cost

VS

RED OCEAN STRATEGY

FOCUS ON NONCUSTOMERS

- Create uncontested markets to serve
- Make the competition irrelevant
- Create and capture new demand
- Break the value-cost trade-off
- Align the whole system of a firm's activities in pursuit of differentiation AND low cost

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Lingjun Ying



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