



SET SAIL
TOWARDS YOUR
BLUE OCEAN

Welcome to Blue Ocean Strategy

We're thrilled to have you on board.

Blue Ocean Strategy has helped numerous companies and organisations across the globe to create new market space and achieve profitable growth. We believe that Blue Ocean Strategy will send you on the right path towards creating your own uncontested space.

Find out today what Blue Ocean Strategy can do for YOU!



Renée Mauborgne
Renée
Mauborgne

Chan Kim
W. Chan Kim

What is Blue Ocean Strategy?

Blue Ocean Strategy is a new way of thinking a movement away from a competitive mindset.

Blue Oceans denote all the industries not in existence today - the unknown market space, untainted by competition. In blue oceans, demand is created rather than fought over. There is ample opportunity for growth that is both profitable and rapid. In blue oceans, competition is irrelevant because the rules of the game are waiting to be set. Blue Ocean is an analogy to describe the wider, deeper potential of market space that is not yet explored. Like the - blue ocean, it is vast, deep, powerful in terms of profitable growth and infinite.

The table below shows the differences between Red Ocean and Blue Ocean strategies.

RED OCEAN VS BLUE OCEAN STRATEGY

Red Ocean Strategy	VS	Blue Ocean Strategy
Compete in existing market space.		Create uncontested market space.
Beat the competition.		Make the competition irrelevant.
Exploit existing demand.		Create and capture new demand.
Make the value-cost trade-off.		Break the value-cost trade-off.
Align the whole system of a firm's activities with its strategic choice of differentiation or low cost.		Align the whole system of a firm's activities in pursuit of differentiation and low cost.

8 Key Points of Blue Ocean Strategy

What is distinctive about Blue Ocean Strategy as a theory? How is Blue Ocean Strategy different from a classic differentiation strategy or a low cost strategy? What's the research process behind Blue Ocean Strategy? How does it address the issue of execution? Which industries is it effective in? To address these and other questions, the authors of Blue Ocean Strategy W. Chan Kim and Renée Mauborgne capture the essence of Blue Ocean Strategy in eight key points.

- 1 It's grounded in data**

Blue ocean strategy, developed by W. Chan Kim and Renée Mauborgne, is based on a decade-long study of more than 150 strategic moves spanning more than 30 industries over 100 years.
- 2 It pursues differentiation and low cost**

Blue ocean strategy is based on the simultaneous pursuit of differentiation and low cost. It is an 'and-and,' not an 'either-or' strategy
- 3 It creates uncontested market space**

Blue ocean strategy doesn't aim to out-perform the competition. It aims to make the competition irrelevant by reconstructing industry boundaries
- 4 It empowers you through tools and frameworks**

Blue ocean strategy offers systematic tools and frameworks to break away from the competition and create a blue ocean of uncontested market space
- 5 It provides a step-by-step process**

From assessing the current state of play in an industry, to exploring the six paths to new market space, to understanding how to convert noncustomers into customers. Blue ocean strategy provides a clear four-step process to create your to-be blue ocean strategy
- 6 It maximizes opportunity while minimizing risk**

The blue ocean idea index allows you to test the commercial viability of your ideas and shows you how to refine your ideas to maximize your upside while minimizing downside risk
- 7 It builds execution into strategy**

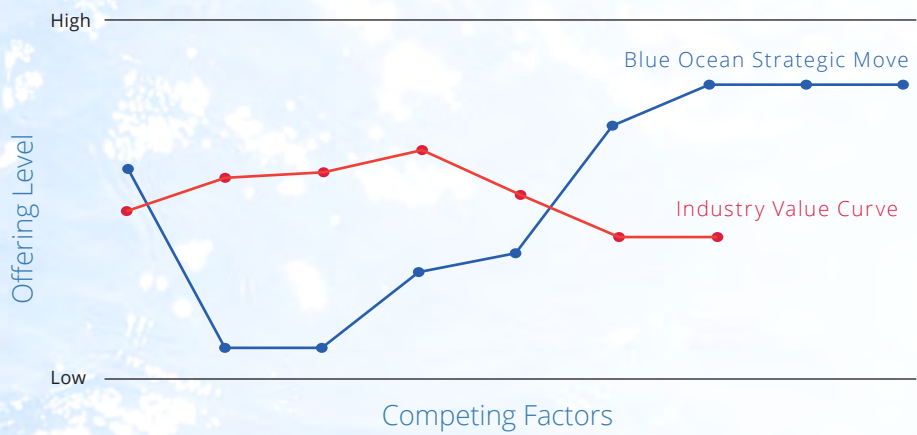
The process and tools are inclusive, easy to understand and communicate, and visual – all of which makes the process non-intimidating and an effective path to building execution into strategy and the collective wisdom of a company
- 8 It shows you how to create a win-win outcome**

As an integrated approach to strategy, blue ocean strategy shows how to align the three strategy propositions – value, profit, and people – to ensure your organization is aligned around your new strategy and that it creates a win for buyers, the company, and for employees and stakeholders

Bringing Structure to Your Strategy

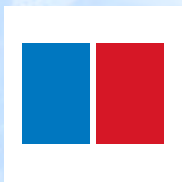
Blue Ocean Strategy tools, methodologies and frameworks bring structure to what has historically been an unstructured problem in strategy - informing organizations' ability to create new market spaces systematically.

STRATEGY CANVAS



© Kim & Mauborgne. All rights reserved.

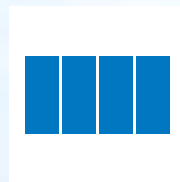
With Blue Ocean Strategy tools and analytics, companies can now pursue and create blue oceans of uncontested market space in an opportunity-maximizing, risk-minimizing way.



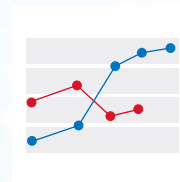
Red Ocean vs. Blue Ocean Strategy



Value Innovation



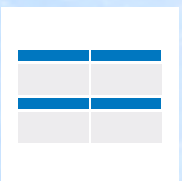
Visualizing Strategy



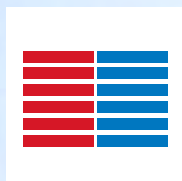
Strategy Canvas



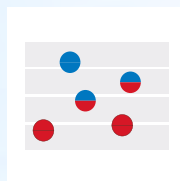
Four Actions Framework



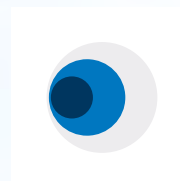
ERRC Grid



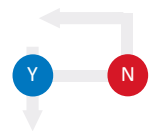
Six Paths Framework



Pioneer Migrator Settler Map



Three Tiers of Noncustomers



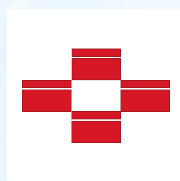
Sequence of Blue Ocean Strategy



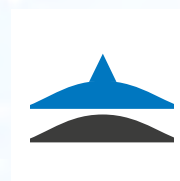
Buyer Utility Map



Price Corridor of the Mass



Four Hurdles to Strategy Execution



Tipping Point Leadership



Fair Process

© Kim & Mauborgne. All rights reserved.

Explore the tools [here](#)

Go where the profits and growth are and the competition isn't



A landmark work that upends traditional thinking about strategy, this bestselling strategy book, written by [W. Chan Kim](#) & [Renée Mauborgne](#), challenges everything you thought you knew about strategic success and charts a bold new path to winning the future.

Embraced by organizations and industries worldwide, Blue Ocean Strategy is a global phenomenon that has sold 3.5 million copies, is published in a record-breaking 44 languages and is a [bestseller across five continents](#). Updated and expanded with fresh content, consider it your guide to creating uncontested market space and making the competition irrelevant.

As seen in

**THE WALL STREET
JOURNAL.**

Forbes®

**Harvard
Business
Review**

FAST COMPANY

Get your copy today

amazon

BARNES & NOBLE

800ceoread

Start your Blue Ocean Journey TODAY

Learn More

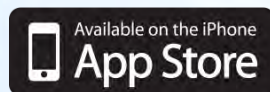
BOS Q&A



Teaching Materials



Blue Ocean Apps



Visit the website for more information

www.blueoceanstrategy.com