

BLUE OCEAN STRATEGY

**STRUCTURE
SHAPES
STRATEGY**

**STRATEGY
SHAPES
STRUCTURE**

PRODUCTIVITY

CREATIVITY

RED OCEAN

BLUE OCEAN

Business Launches



Revenue Impact

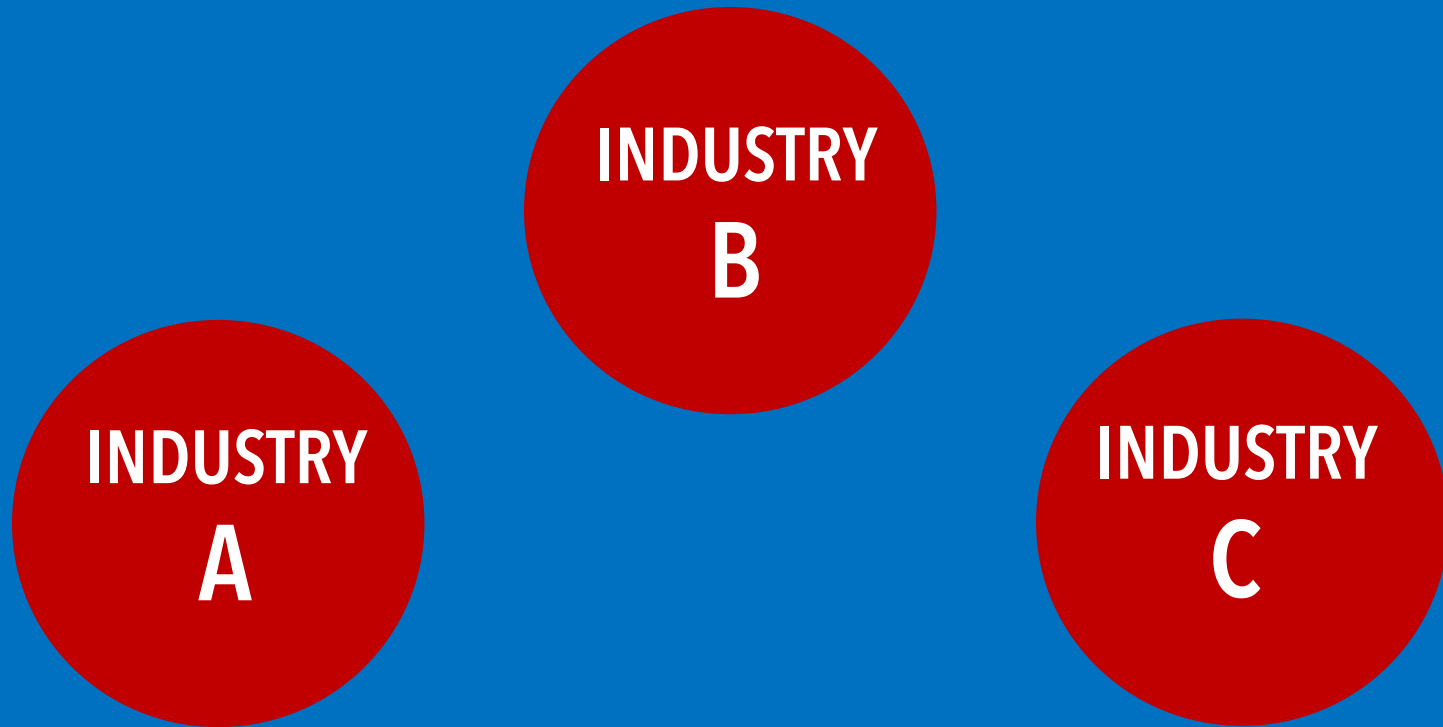


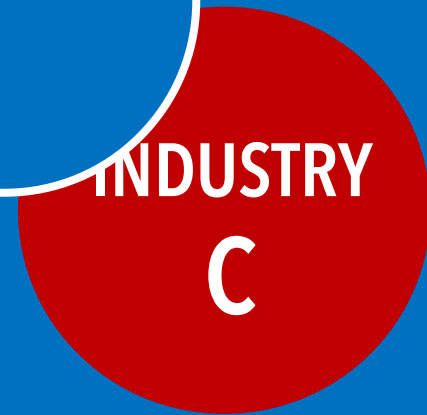
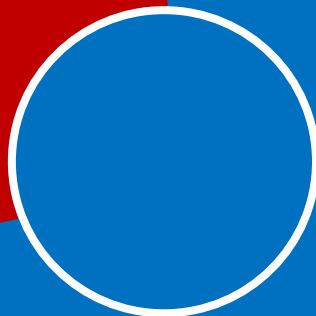
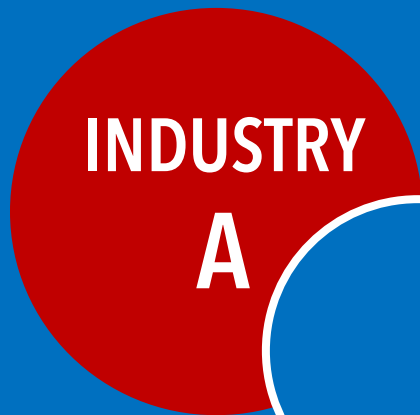
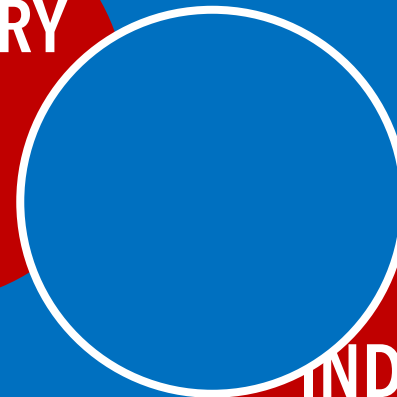
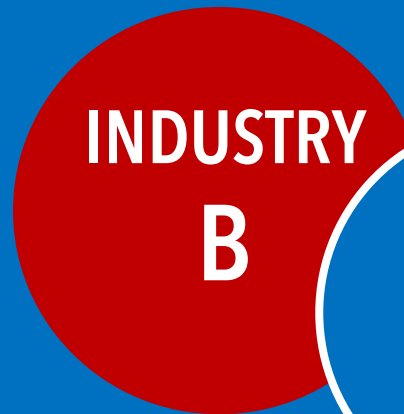
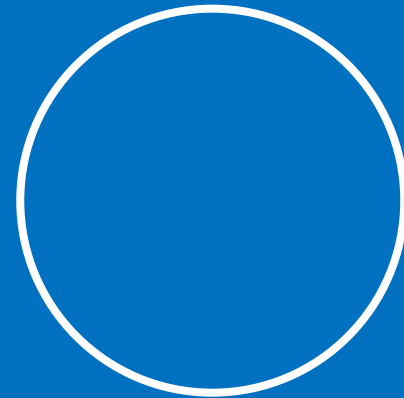
Profit Impact



**KNOWN
MARKET SPACE**

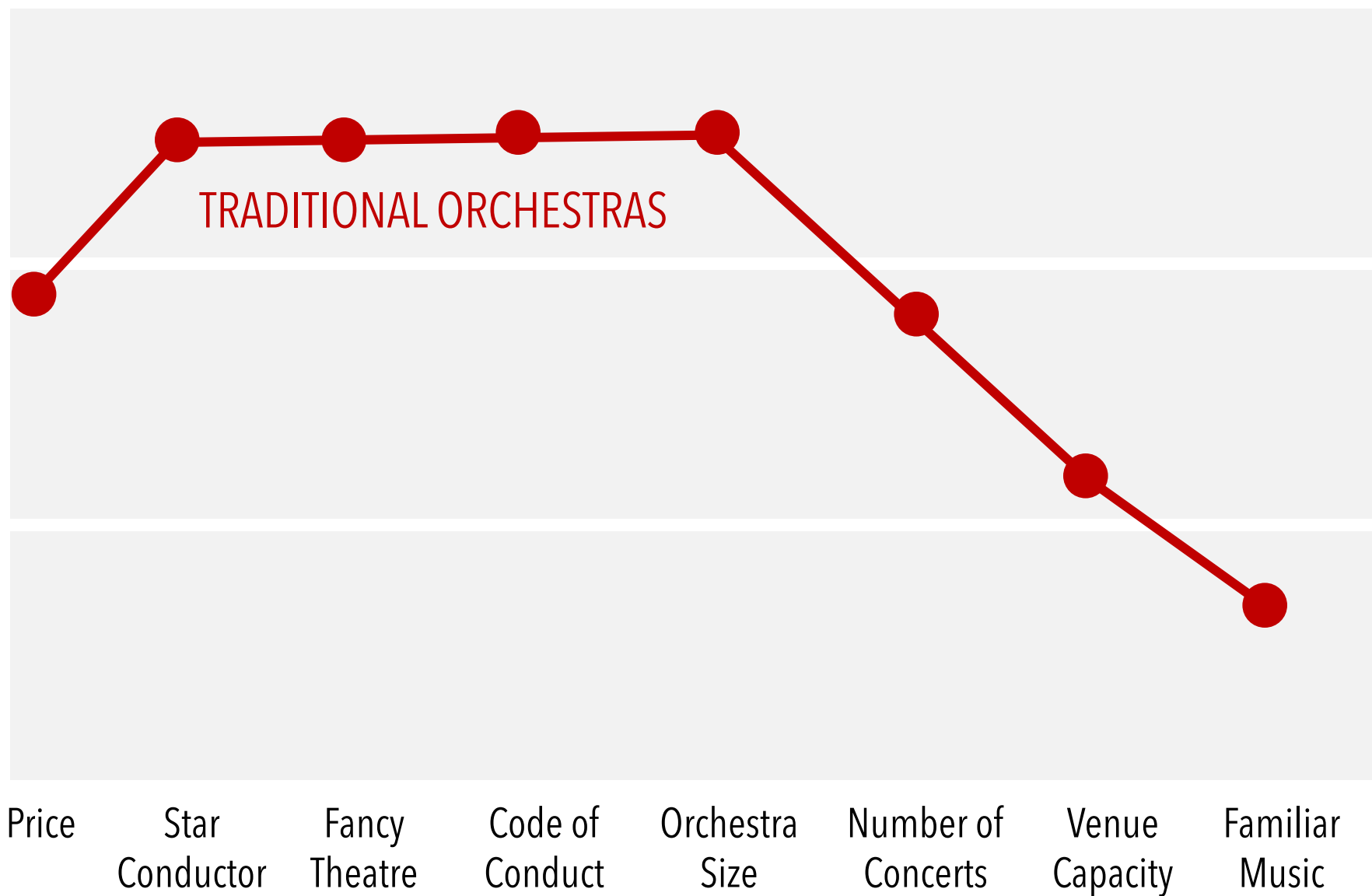
**UNKNOWN
MARKET SPACE**

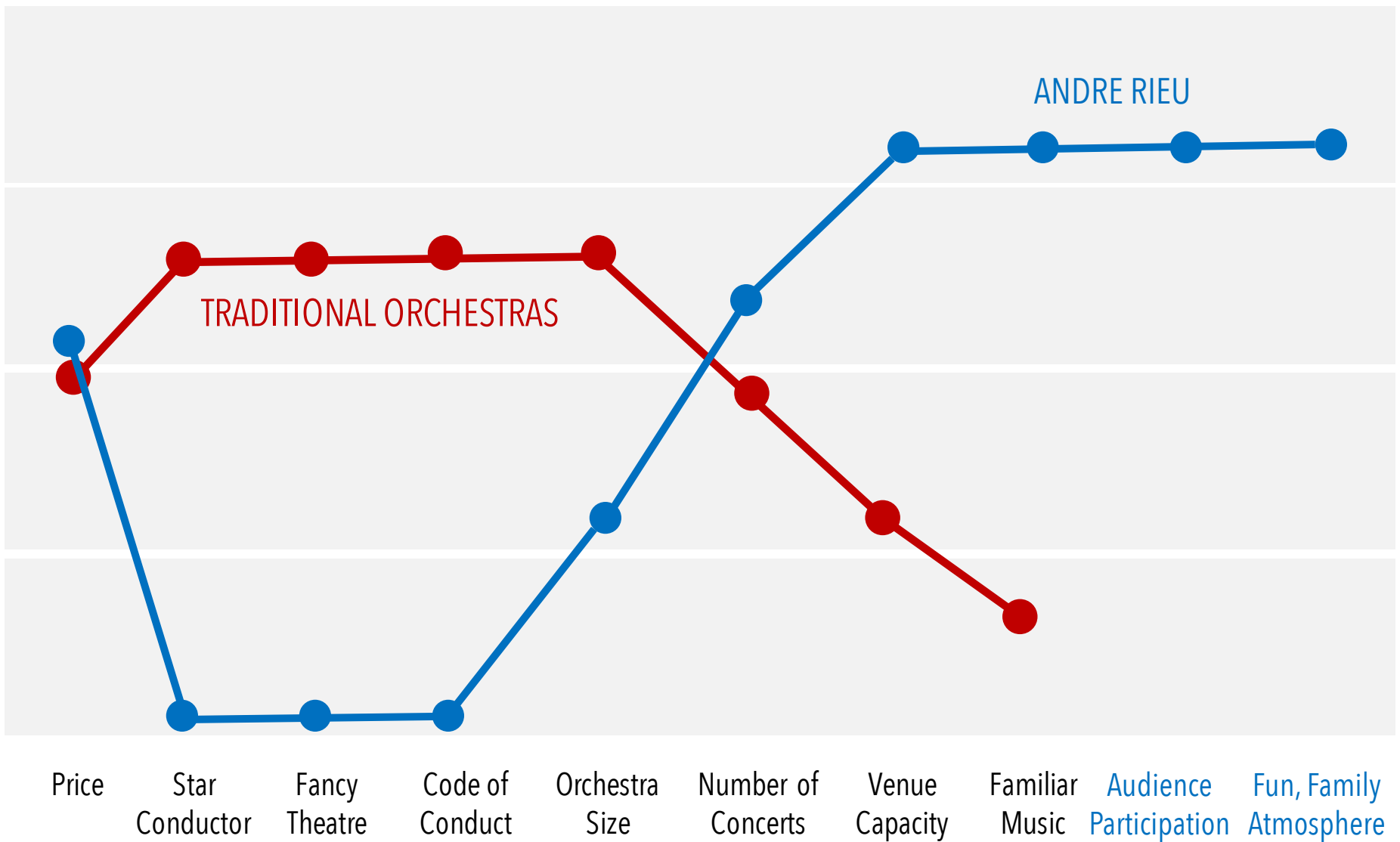


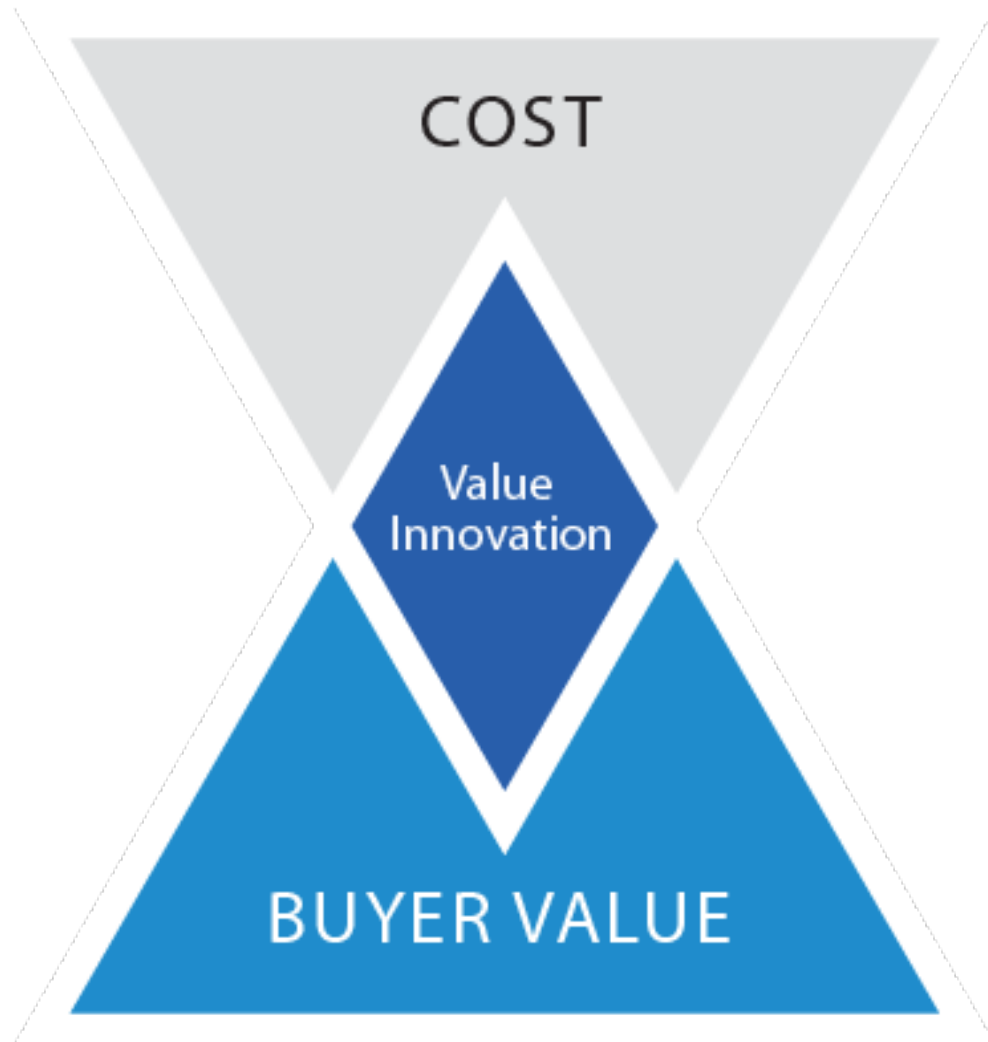


CLASSICAL ORCHESTRA INDUSTRY









FUND RAISING CHARITY INDUSTRY

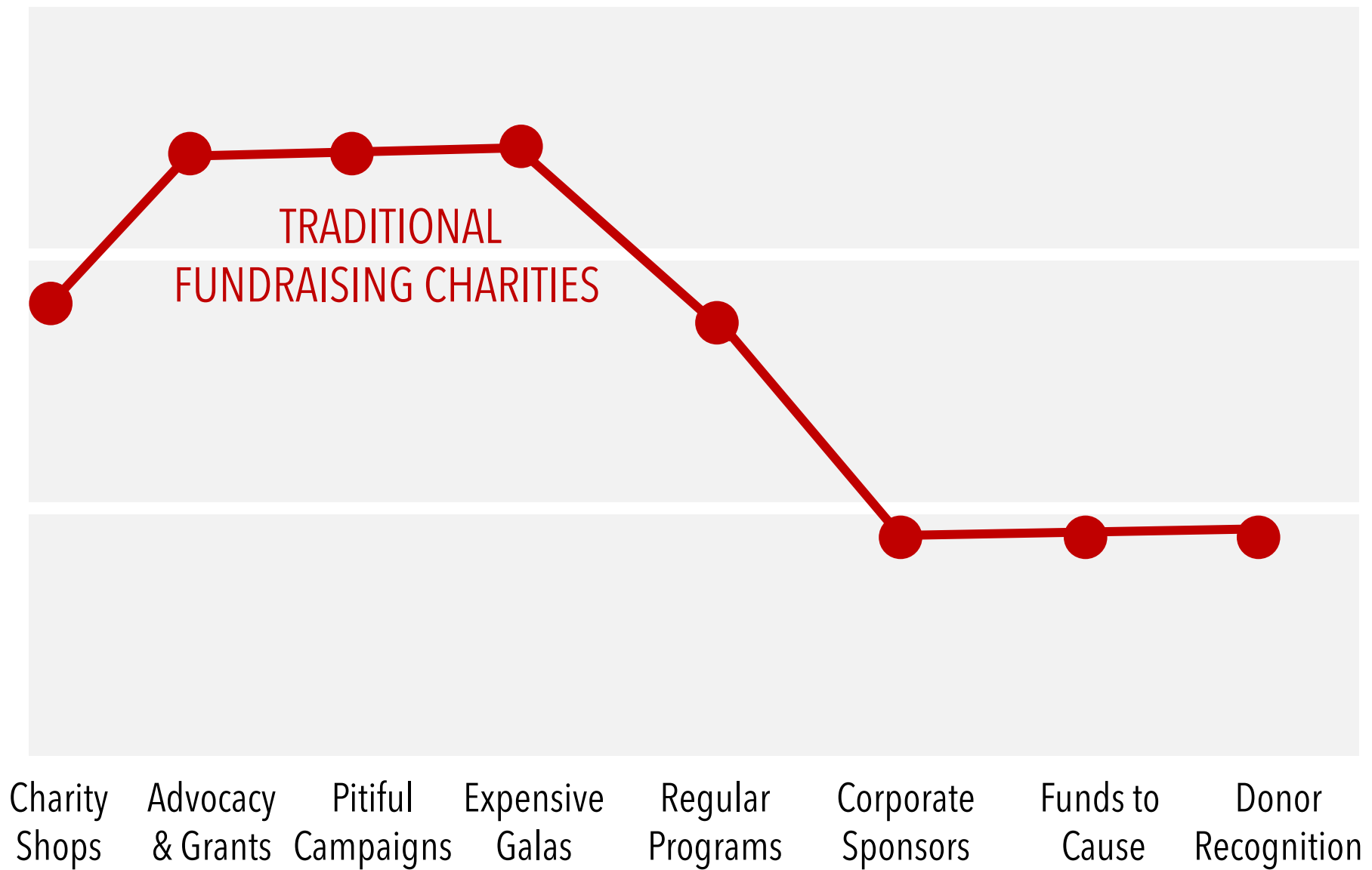




**COSTS FOR
CHARITIES**



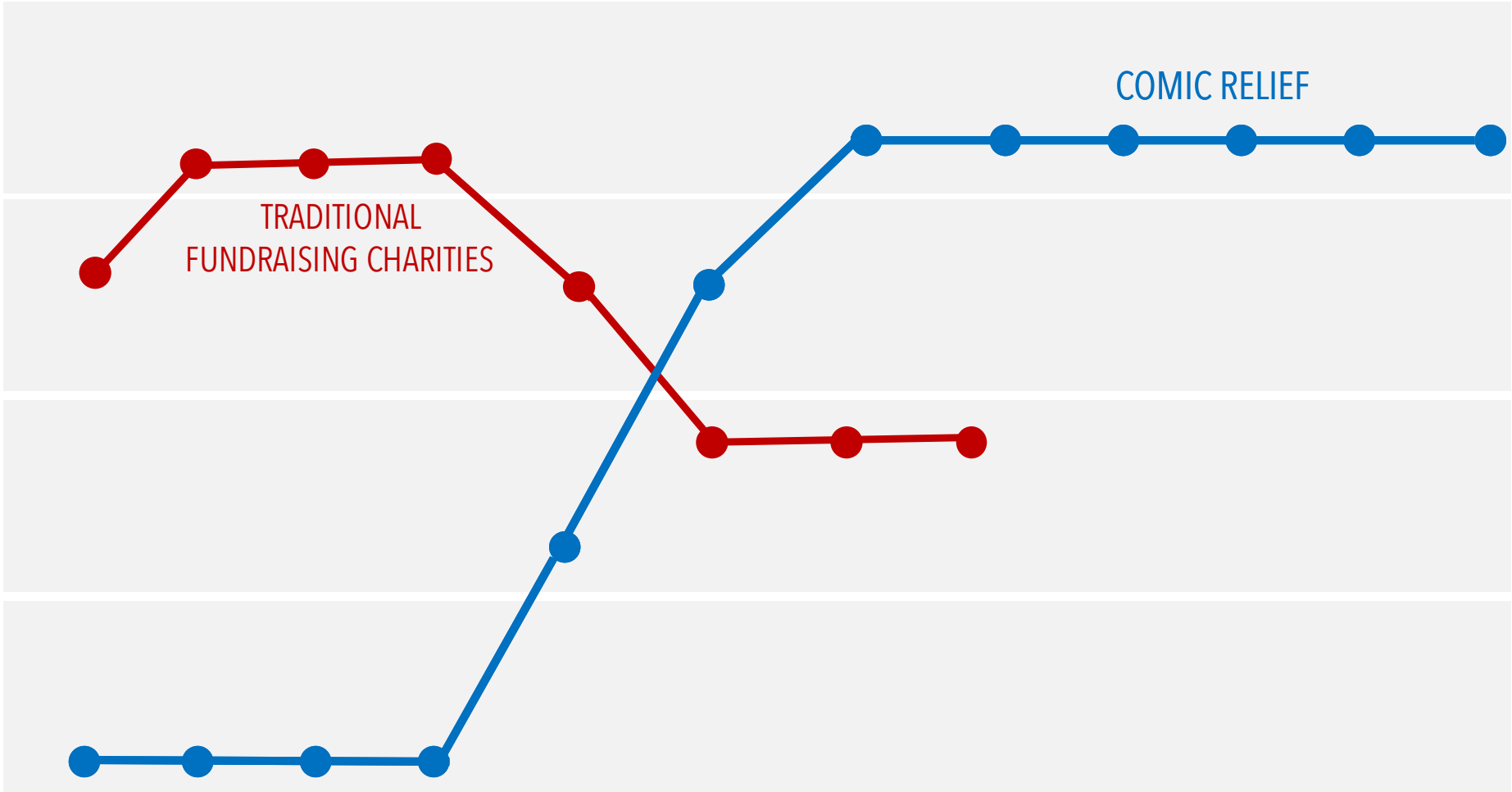
**VALUE FOR
DONORS**



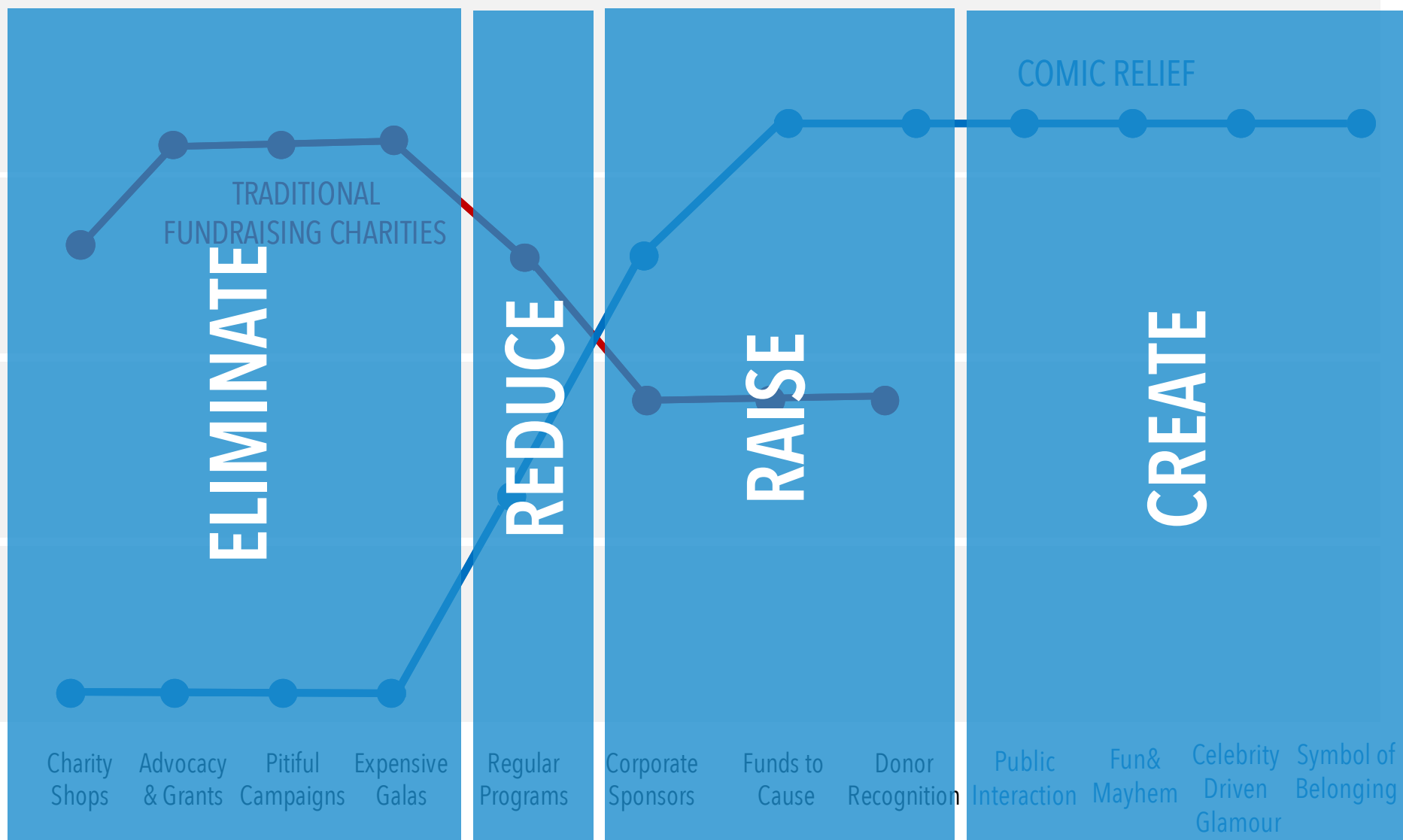
COMIC from Traditional
RELIEF Fundraising Charities

**RED
NOSE
DAY**

Do Something
Funny for Money



Charity Shops Advocacy & Grants Pitiful Campaigns Expensive Galas Regular Programs Corporate Sponsors Funds to Cause Donor Recognition Public Interaction Fun & Mayhem Celebrity Driven Glamour Symbol of Belonging



Eliminate

Which factors that the industry has long competed on should be eliminated ?

Raise

Which factors should be raised *well above* the industry's standard?

Reduce

Which factors should be reduced *well below* the industry's standard?

Create

Which factors should be created that the industry has never offered?

BUYER UTILITY MAP

		Buyer Experience Cycle					
		1. Purchase	2. Delivery	3. Use	4. Supplements	5. Maintenance	6. Disposal
Utility Levels	Customer Productivity						
	Simplicity						
	Convenience						
	Risk						
	Fun and Image						
	Environmental friendliness						

MEN'S RAZOR INDUSTRY

DIFFERENTIATION



**COST
LEADERSHIP**

A Red Ocean Ruled by Giants

PURCHASE

DELIVERY

USE

MAINTENANCE

SUPPLEMENTS

DISPOSAL



Over delivered
& expensive

OR



Under delivered
& risky

PURCHASE

DELIVERY

USE

MAINTENANCE

SUPPLEMENTS

DISPOSAL



Blade Cuts

PURCHASE

DELIVERY

USE

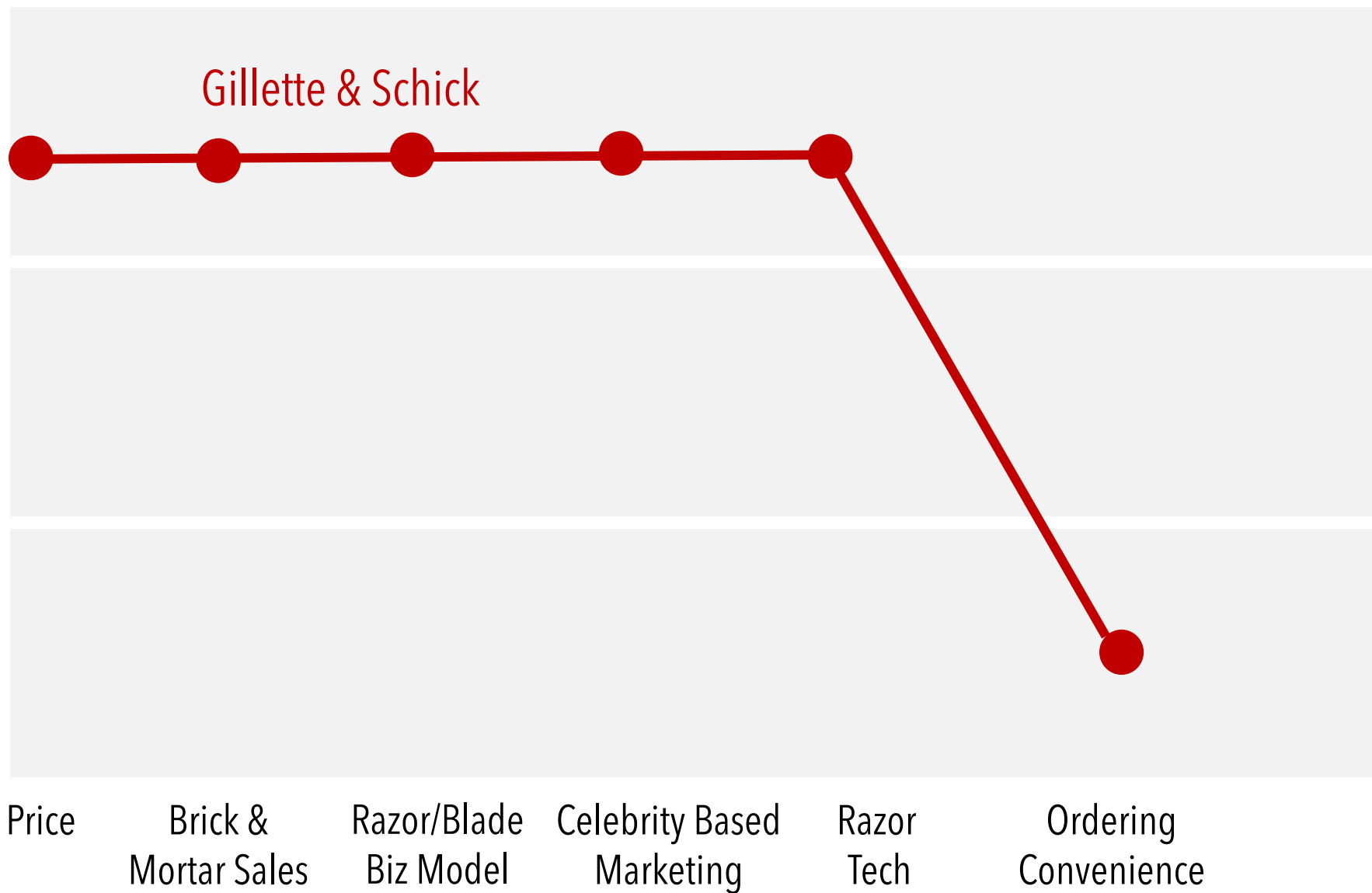
MAINTENANCE

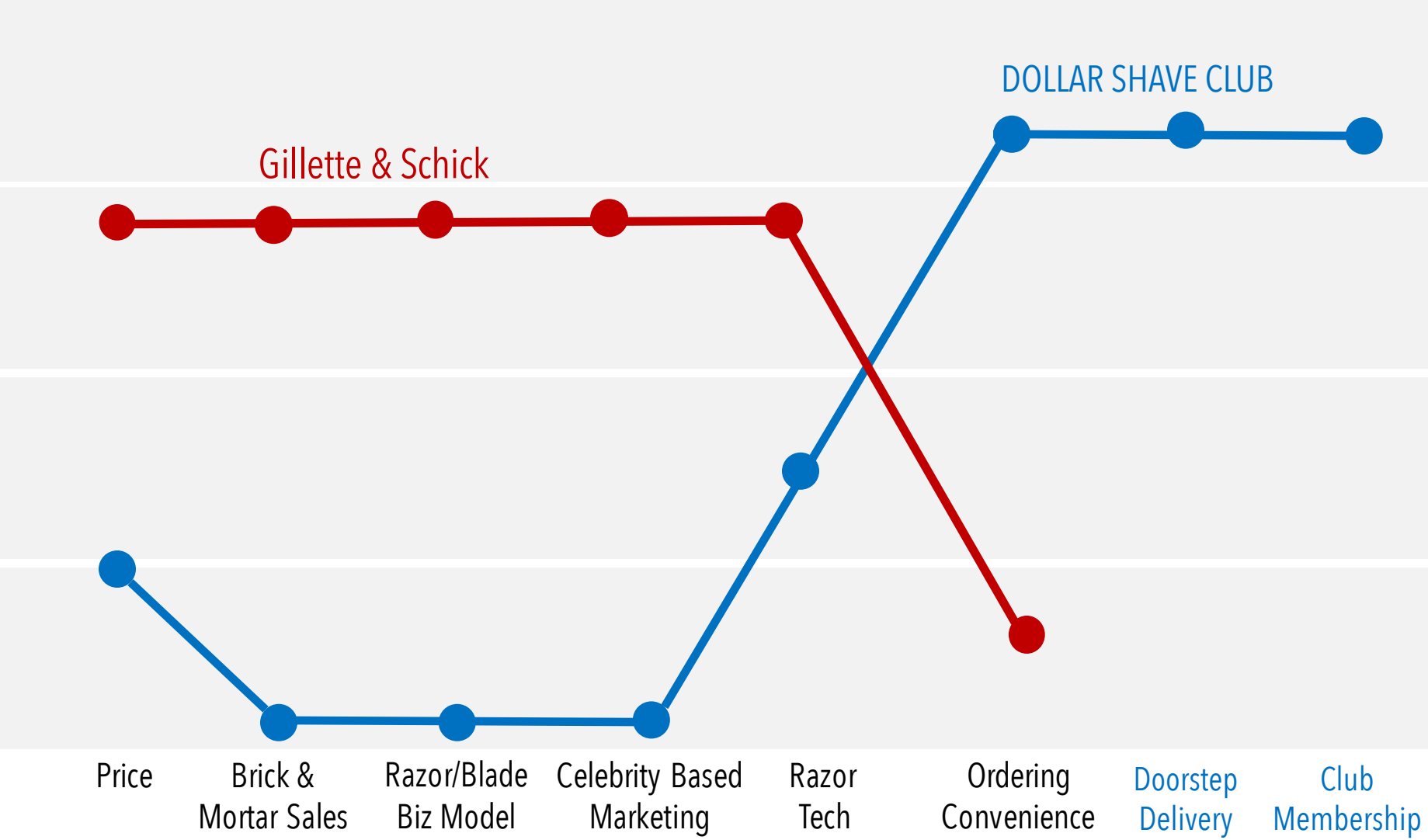
SUPPLEMENTS

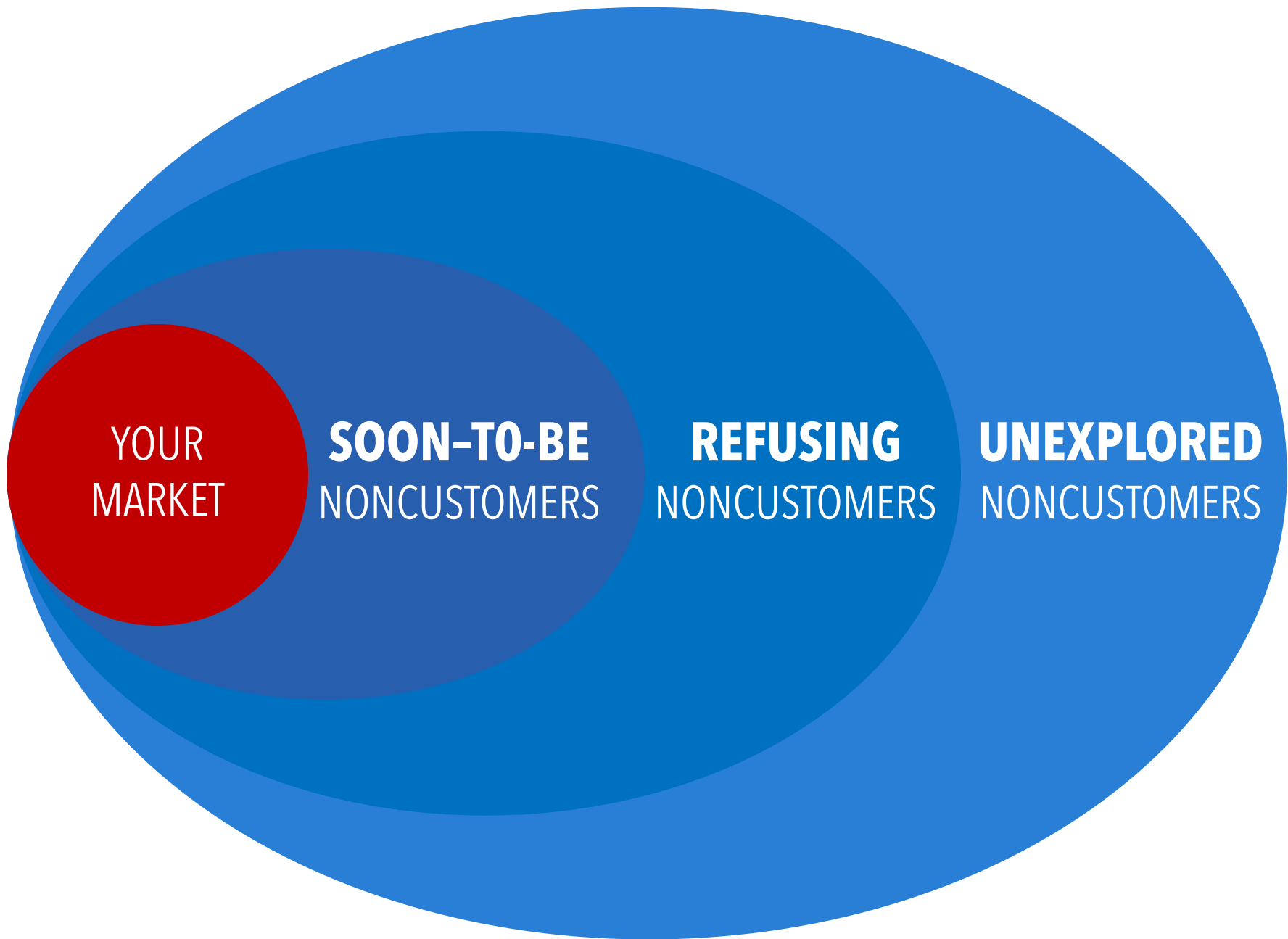
DISPOSAL

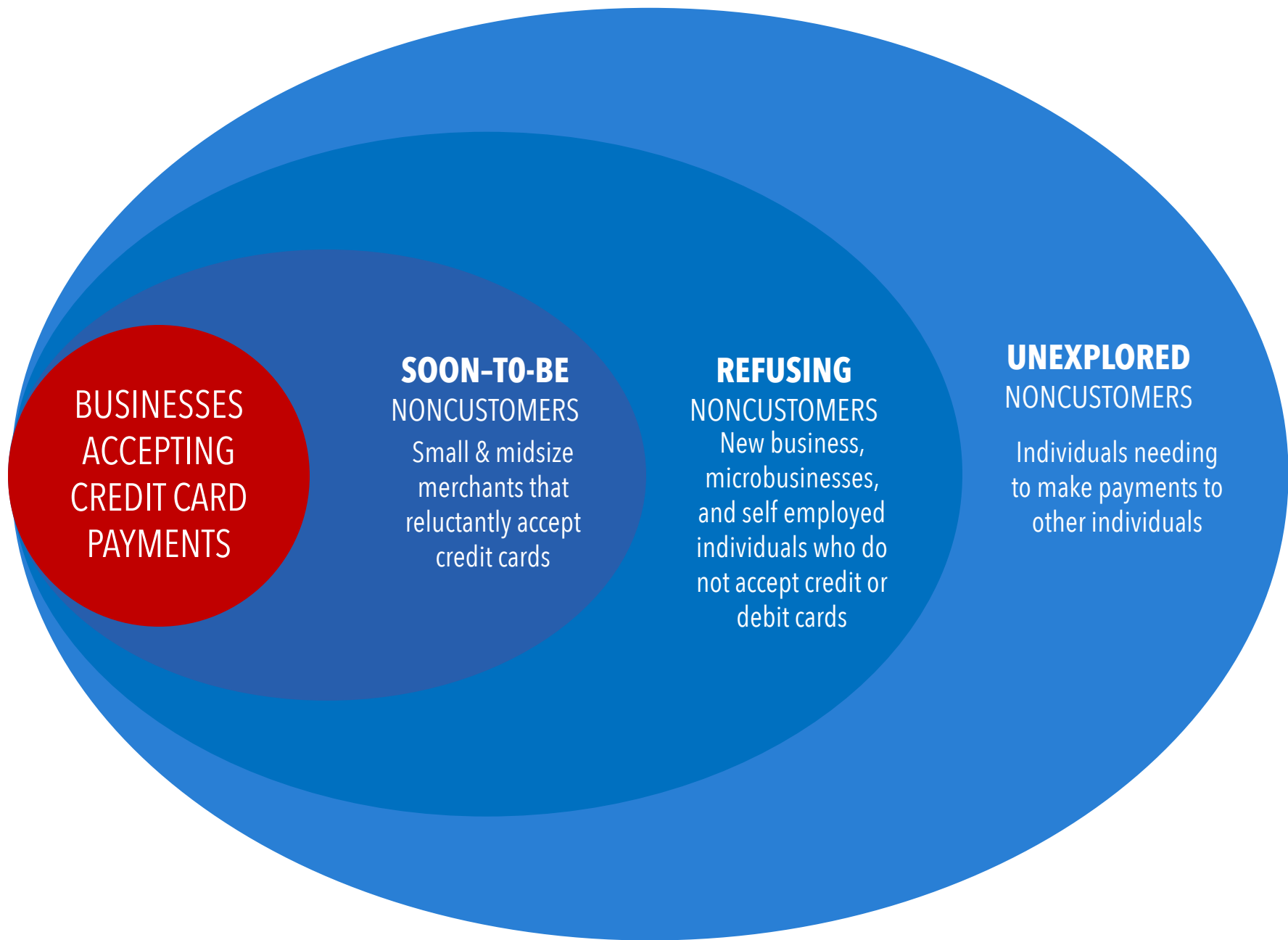
Stock Outs













Square



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BLUE OCEAN STRATEGY

How to Create Uncontested Market Space
and Make the Competition Irrelevant

W. CHAN KIM | RENÉE MAUBORGNE

HARVARD BUSINESS REVIEW PRESS

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BLUE OCEAN STRATEGY

BLUE OCEAN SHIFT

BEYOND COMPETING

PROVEN STEPS TO INSPIRE CONFIDENCE
AND SEIZE NEW GROWTH

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