



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Innovation, Business Models and Entrepreneurship

Blue Ocean Strategy-II

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Reach Beyond Existing Demand But Go for the Biggest Catchment

- Think of Non-Customers-Callaway Golf
- There is categorization here as well.
- ACTIVA
- And How do you look at KUCH MEETHA HO JAYE
- Tooth whitening, AMLA Juice, Multiplexes, Spencers.
- There is another view endorsing the discussion where every single customer is focused upon through resources from all over.

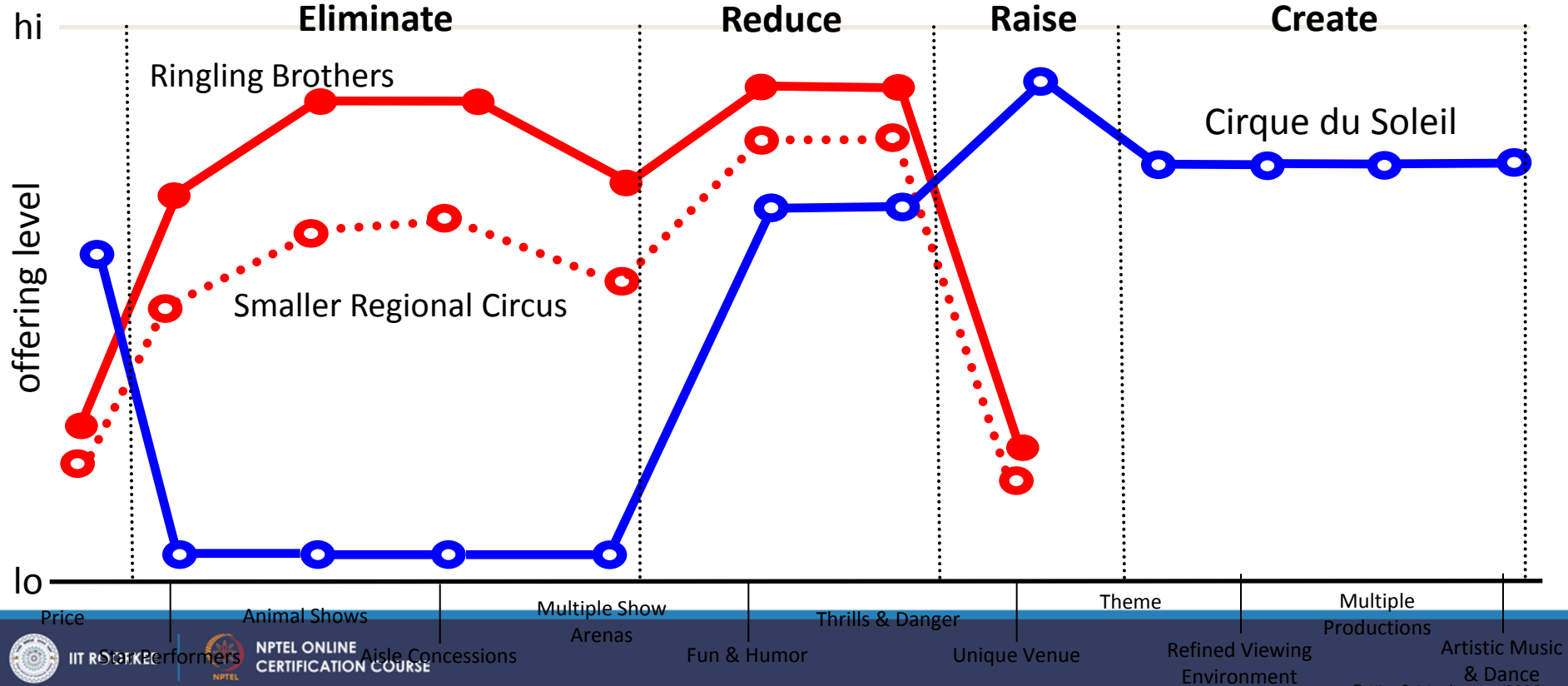


- Focus,
- Divergence,
- Compelling Tagline

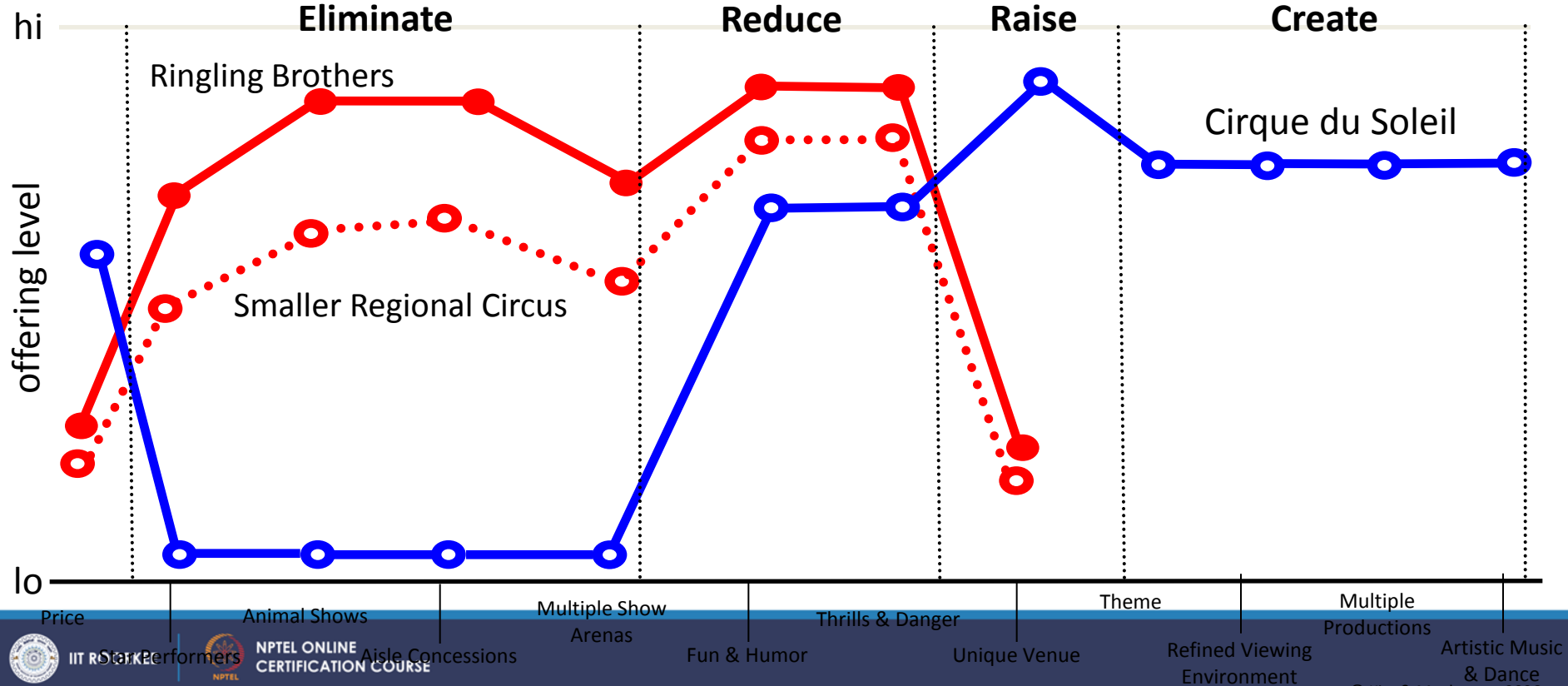


- Eliminate, Reduce, Raise, Create
- Scorpio,
- Narayan Hrudayalaya,
- Patanjali,
- Sas Bahu serials,
- Tata Ace,
- Tata Magic,
- Maruti,

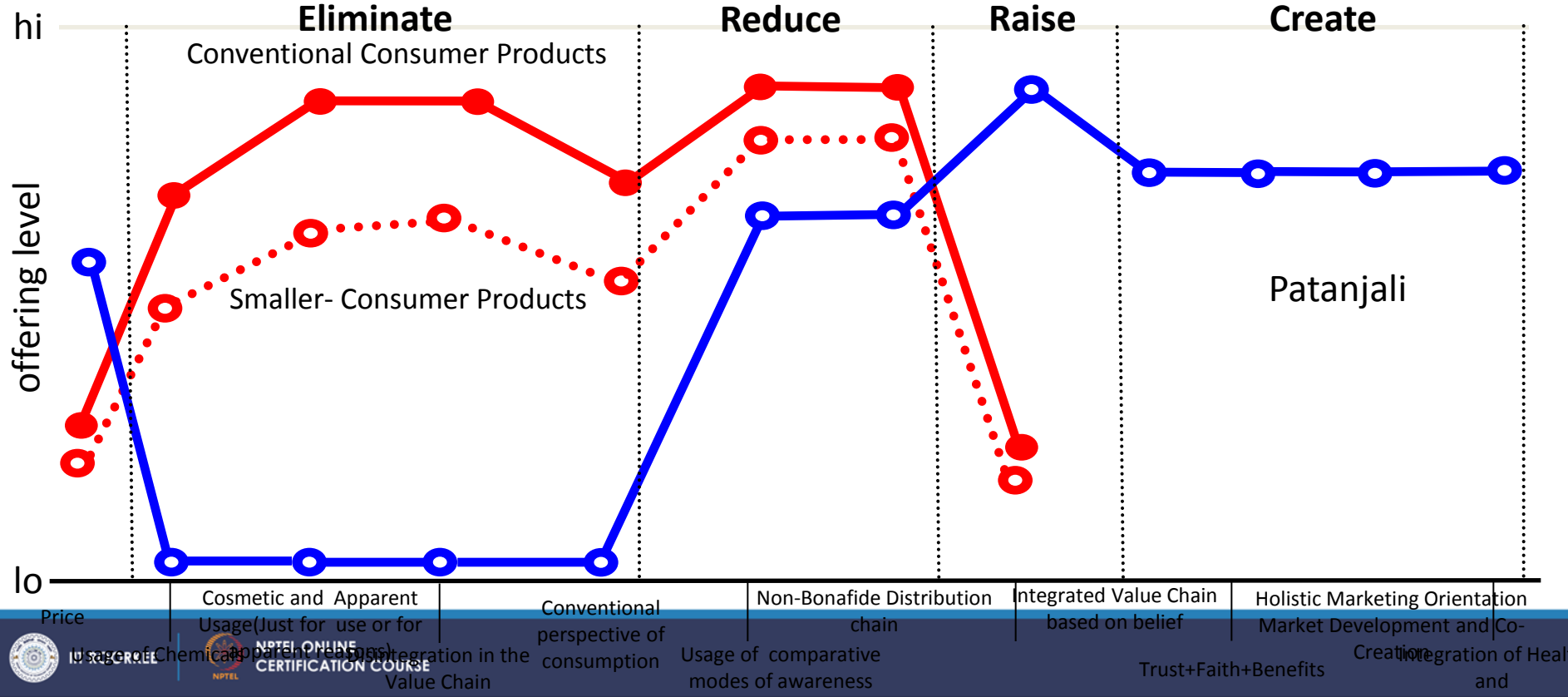
The Strategy Canvas of Cirque du Soleil



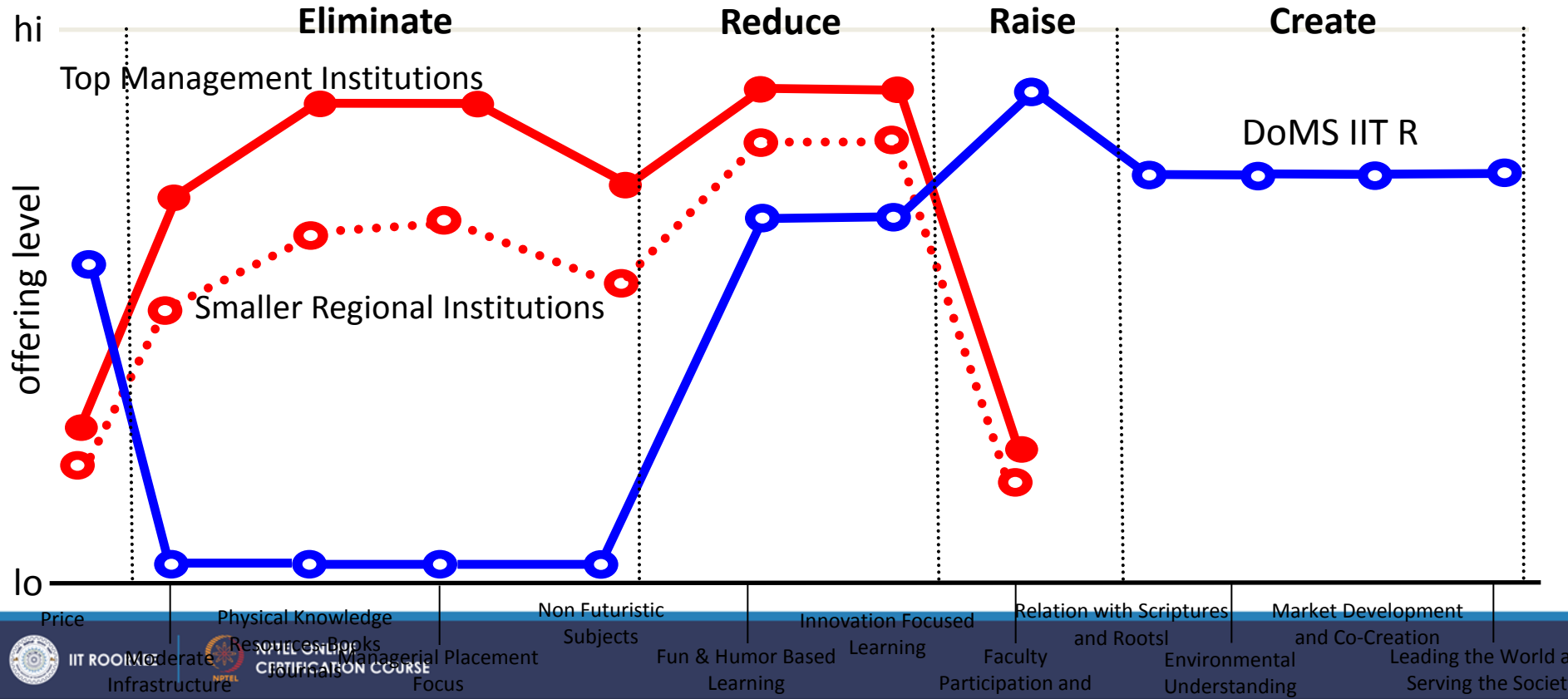
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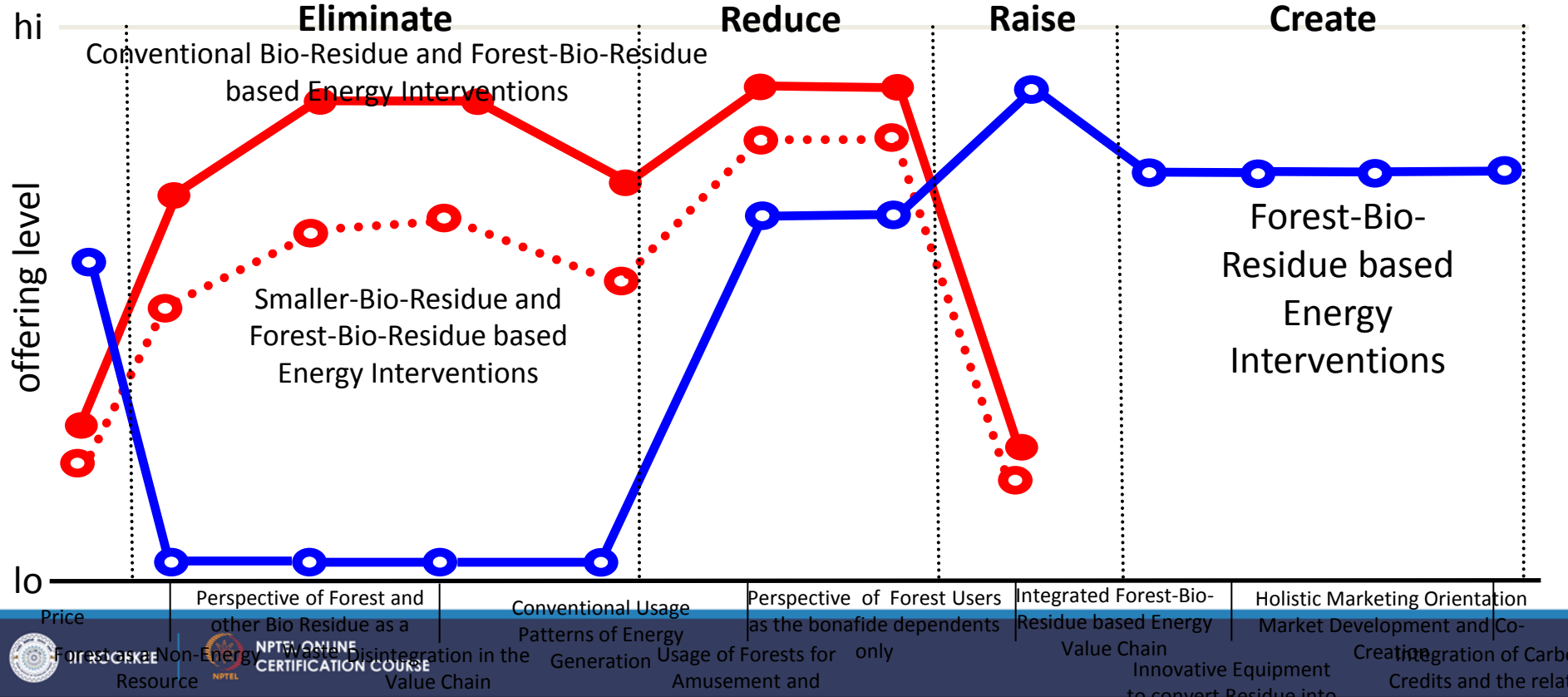
The Strategy Canvas of PATANJALI AYURVEDA



The Strategy Canvas of DoMS IIT Roorkee



The Strategy Canvas of Forest-Bio- Residue based Energy Interventions



Thank You

