



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Innovation, Business Models and Entrepreneurship

Blue Ocean Strategy-I

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Reconstruct Market Boundaries

- Look Across Alternative Industries – Netjets fractional jet ownership, NTTs DoCoMo – internet and Mobile, Fab India, Gandhi Ashram.
- Look Across Strategic Groups within Industries- Lexus and Curves a Texas based fitness company, Patanjali
- Look Across the Chain of Buyers –Novo Nordisk, the Danish insulin producers who focused not on influences but buyers and produced Novo Pen, Crocin, Books as in scholastic, Kindle



- Look Across complimentary products and service offerings – Education offering infrastructure, ambience, laptops and so on
- Look Across Emotional or Functional Appeals to buyers – Swatch, Cemex Selling a dream, ACC cement construction advice
- Look across time-European Union coming or Apple's downloadable music



Focus on the Big Picture not the Numbers – Do Some Exercise

- Visual Awakening – Observe Changes and Differences
- Visual Exploration – Field visits observe your self
- Visual Strategy Fair – World Cafe
- Visual Communication – Communicate amongst peers



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.



Thank You

