

# Blue Ocean

Sell in a competitor free space

emple



# Blue Ocean



Blue Ocean challenges the traditional competitive thinking and propels businesses into uncharted waters of uncontested market space.

Unlike the "red ocean" of cutthroat competition, where rivals fight for limited market share, the blue ocean represents a realm of untapped opportunity and innovation. Blue Ocean Strategy encourages businesses to create new market spaces, offering unique value propositions that cater to unmet needs. This allows these businesses to break free from the constraints of competition, explore new horizons, and chart a course toward long-term market leadership and sustainable growth.

## What is Blue Ocean?

Blue Ocean refers to a strategic approach that entails creating uncontested market space and innovative value propositions. It enables businesses to escape competition and achieve long-term success in new, untapped market areas.

### Red Ocean characteristics

Existing markets saturated with providers

Demand exists

Competitive 'rules of the game' are known

Fierce competition to capture existing demand

More competition on price, commoditised

Limited growth, market size is more or less known

### Blue Ocean characteristics

Take a new solution or strategy to the market

Create demand (by education)

The rules of the game are not yet set

The competition is irrelevant / no direct competition

Value and ROI based, no pricing competition

Untapped market (can be vast), offering powerful growth