Blue Ocean Strategy for creating Value of the Organization: Examination of Differentiation with Red Ocean Strategy

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Abstract - For creating new demands and open up a new market space the pursuit of differentiation can be consider as Blue ocean strategy. For capturing and creating uncontested market space so it can make the irrelevant competition Blue ocean strategy is used. The Blue ocean strategy is based on the concept that industry structure and market boundaries can be reconstructed by beliefs and actions of industry members.

Keywords: Blue ocean, industry, new market space.

I. INTRODUCTION

In 2004 the authors named Renée Mauborgne and W. Chan Kim introduced the concept of Blue Ocean Strategy that is the theory of marketing.

Figure 1: Blue Ocean Strategy

Renee Mauborgne and W. Chan Kim introduced the concept of evacuate shark infested waters for encouraging firms that launched a revolution in strategy of business. As making the competition irrelevant and unlocking new demand for its employees and for its buyer this strategy uses the value of money. The book presents investigative structures and instruments to encourage an association's capacity to efficiently make and catch "blue seas"— unexplored new advertise zones. Extended versions of Blue Ocean Strategy were distributed in 2015 and 2017, separately.

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II. FINDING BLUE OCEANS

While keeping away from the utilization of Harvard Business School's Michael E. Doorman's name, Kim and Mauborgne assault the popular "five powers" advertise investigation head on. Doorman's model sees explicit elements that help decide if a business can be gainful dependent on different organizations in the business.

Supporters of Kim and Mauborgne's methodology would state this is a strategy that advances savage challenge, staying in the red waters.

To find a slippery Blue Ocean, Kim and Mauborgne suggest that organizations think about what they call the Four Actions Framework to reproduce purchaser esteem components in making another worth bend. The structure suggests four key conversation starters:

- **Raise**: What elements ought to be raised well over the business' standard?
- **Decrease**: What elements were a consequence of going up against different enterprises and can be diminished?
- **Kill**: Which factors that the business has since quite a while ago contended on ought to be disposed of?
- **Make**: Which elements ought to be made that the business has never advertised?

III. COMPONENTS OF BLUE OCEAN STRATEGY

In a successful Blue Ocean shifts three main components are as follows:

1. **Humanness**: Successful implementers epitomize "a humanistic procedure, which rouses individuals' certainty to claim and drive the procedure to possess and drive the procedure for compelling execution.

2. **Tools**: Successful implementers of Blue Ocean methodology have utilized reasonable devices to methodically "make an interpretation of blue sea thinking into monetarily convincing new contributions." Sporadic, one-off "Blue Ocean technique" is a certain something: deliberately receiving Blue Ocean believing is another.

3. **Mindset**: The creators found that, as in the realm of Agile administration, Blue Ocean procedure is on a very basic level a move in outlook. It includes "extending mental skylines and moving comprehension of where opportunity lies."
IV. EXAMPLES OF BLUE OCEAN STRATEGY

Some organizations that successfully use the concept of blue-ocean market are described below:

1. Cirque du Soleil: This Canadian amusement organization started during the 1980s as a lot of “insane individuals” with a dream of what the cutting edge carnival could be. Customary carnival exhibitions were happy undertakings focused toward youngsters, though Cirque offered a progressively advanced involvement with a portion of the world’s best entertainers.

2. Backroads: This organization transformed travel into something more testing and drawing in than the commonplace loosening up schedule of a comprehensive journey or shoreline get-away. Byways extended the business to offer something novel: extravagance dynamic travel. These fastidiously structured, wellness based outings incorporate aides who take visitors climbing, biking, outdoors, and the sky is the limit from there.

3. iTunes: When iTunes entered the market, it tackled the chronicle business’ concern of customers unlawfully downloading music while all the while tending to the interest for advanced, individually tunes. iTunes’ Blue Ocean Strategy made a completely new classification of music deals that enabled craftsmen to benefit and buyers to purchase single tunes versus whole collections.

V. RED VS BLUE OCEAN STRATEGY

To describe the market universe Renée Mauborgne and W. Chan Kim use the term ‘red ocean’ and ‘blue ocean’.

Red oceans are every one of the enterprises in presence today – the realized market space. In red seas, industry limits are characterized and acknowledged, and the focused standards of the game are known.

Here, organizations attempt to beat their opponents to snatch a more noteworthy portion of existing interest. As the market space becomes busy, benefits and development are diminished. Items become wares, prompting vicious or ‘ridiculous’ rivalry. Henceforth the term red oceans.

| Red Ocean Strategy | Blue Ocean Strategy |
|--------------------|-------------------|
| Compete in existing markets | Create uncontested markets to serve |
| 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 |

Figure 5: Rev vs. Blue Ocean Strategy

All the industries that are not in existence today denoted by Blue oceans like untainted by competition and the unknown market space. Rather than fought over demand is created in blue oceans. For rapid and profitable growth there is the opportunity is created in blue ocean.

| Conventional Thinking | Blue Ocean Thinking |
|-----------------------|---------------------|
| Industry conditions are given – compete in existing market space | Industry conditions can be shaped – create uncontested market space |
| Companies must build competitive advantages to beat competition | Make 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 |
| Maximizing the offering’s value within industry boundaries | Offering buyers the total solution that transcends the industry |

Table 1: Difference between conventional and blue ocean thinking
VI. CONCLUSION

‘Blue Ocean Strategy is alluded to a business opportunity for an item where there is no challenge or less challenge. This procedure rotates around scanning for a business in which not many firms work and where there is no valuing weight. In the present condition most firms work under exceptional challenge and attempt to do everything to pick up piece of the pie. At the point when the item goes under valuing weight there is constantly a likelihood that a company’s tasks could all around go under risk. This circumstance as a rule comes when the business is working in a soaked market, otherwise called ‘Red Ocean’. The system plans to catch new request, and to make rivalry unessential by presenting an item with unrivaled highlights. It enables the organization in make gigantic benefits as the item to can be valued somewhat sook in view of its remarkable highlights.

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