

Blue Ocean Strategy

Business & Management

Competing where there is no competition, and the grid for finding it.

The four actions framework, applied to industry competitive factors.

1 Eliminate

Which factors the industry takes for granted should be removed entirely?

2 Reduce

Which should be cut well below the industry standard?

3 Raise

Which should be raised well above it?

4 Create

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

CIRQUE DU SOLEIL

Eliminated: animals, star performers, multiple rings

Reduced: thrill and danger

Raised: venue, artistic quality

Created: theme, storyline, refined atmosphere

The test is value innovation: differentiation AND lower cost at once.
Achieving only one is ordinary strategy.