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Assignment

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Confidential_____. There is a need to create large monitors for the detection of such areas and hence an organization should never outsource the processes of monitoring. Industries adopting the Blue Ocean strategy are the most profitable industries wherein competitors have direct exposure. It is deemed that as soon as a company in the Blue Ocean expands and achieves more successes, more firms will attempt to enter this market. Hence, barriers for organisational creation is considered an important entry for new competitors and suppliers who tend to imitate.

Blue ocean strategies are based on eight key concepts which are as follows- a) the strategy is grounded in researches from more than 30 industries and over 150 years of research; b) cost _____ Confidential_____ n (Blue Ocean Strategy, 2017). Without intense competition, organisations can achieve business growth which is associated with the fact that an organisation can sell its products in a unique manner in their own style rather than competing with fellow organisations.

Value innovation

Blue oceans creators do not place competitors as: the basis and criteria and never utilise the approach of modelling from the best processes. Instead, a different logic strategy is followed by management scholars who state innovation of Value or value innovation. Value creation is a prerequisite for organisational success; however, it is not enough to act as a leader in the market. Innovation which does not combine value makes the company technology-oriented and hence market leadership is neglected. Hence, it is forgotten that buyers are ready to pay money in exchange.

Hence, value innovation as a concept emphasises equally on two major factors which include value and innovation. Value and innovation are two main concepts which when integrated provide fruitful results for the organisation. Innovation and value when integrated by companies coordinate innovation with the situation of price, cost and utility. Companies which are looking for the creation of blue oceans will follow the strategies of cost differentiation and reduction. The reduction of costs coupled with differentiation is the only way to achieve competitive advantage; however as Blue Ocean strategy creates a new

Property of Avail Research Help – No part of this document shall be used in part or full without the written permission of Avail Research Help. If did so, they will be legally sued channel for development for all organisations, the integration of differentiation and cost reduction may not affect the organisations.

Differentiation –from cost reduction which is imaged for strategic planning for the integration of value and innovation, organisations should observe the reduction of costs while increasing customer value. Cost reduction should emphasise the reduction of costs wherein organisations reduce the costs of products to achieve business success. Value innovation occurs in the region wherein the decision of organisation and management improve in a simultaneous manner based on the cost structure of organisations and increase in the grants which provide value to customers. With the mitigation and complete elimination, there occurs loss of cost and on the _____ Confidential_____ Confidential_____ Confidential_____ Confidential_____ Confidential_____ Confidential_____ Confidential_____ Confidential_____ an organisation. When all the values of an organisation are unique, it leads to the creation of a differentiation scenario wherein each organisation will have its own products to sell in the market. This strategy further requires company efforts to achieve an advantage for the company and its buyers (Chang, 2010).

Blue Ocean Strategy execution

Blue Ocean Strategy focuses on four major principles:

3.4.1 Reconstruct of market boundaries

Industries which over time will provide alternative products which appeal on emotional or application and forecast customers' changing needs. There is a need for reconstruction of the market boundaries which is the first step to the adoption of the blue ocean strategy

3.4.2 Focus on the big picture rather than the numbers

Ecological tools can act as alternatives to budget - oriented process.

3.4.3 Above current demand

Apart from the demand of consumers, there are gaps wherein products which facilitate customers can also help organisations achieve a good market share. Apart from

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