

Red Ocean Strategy

Blue Ocean Strategy

Compete in existing market space

Create uncontested market space

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

Blue Ocean Strategy Case Study

**Katharina Niciejewska, Dimitar
Dimitrov**



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