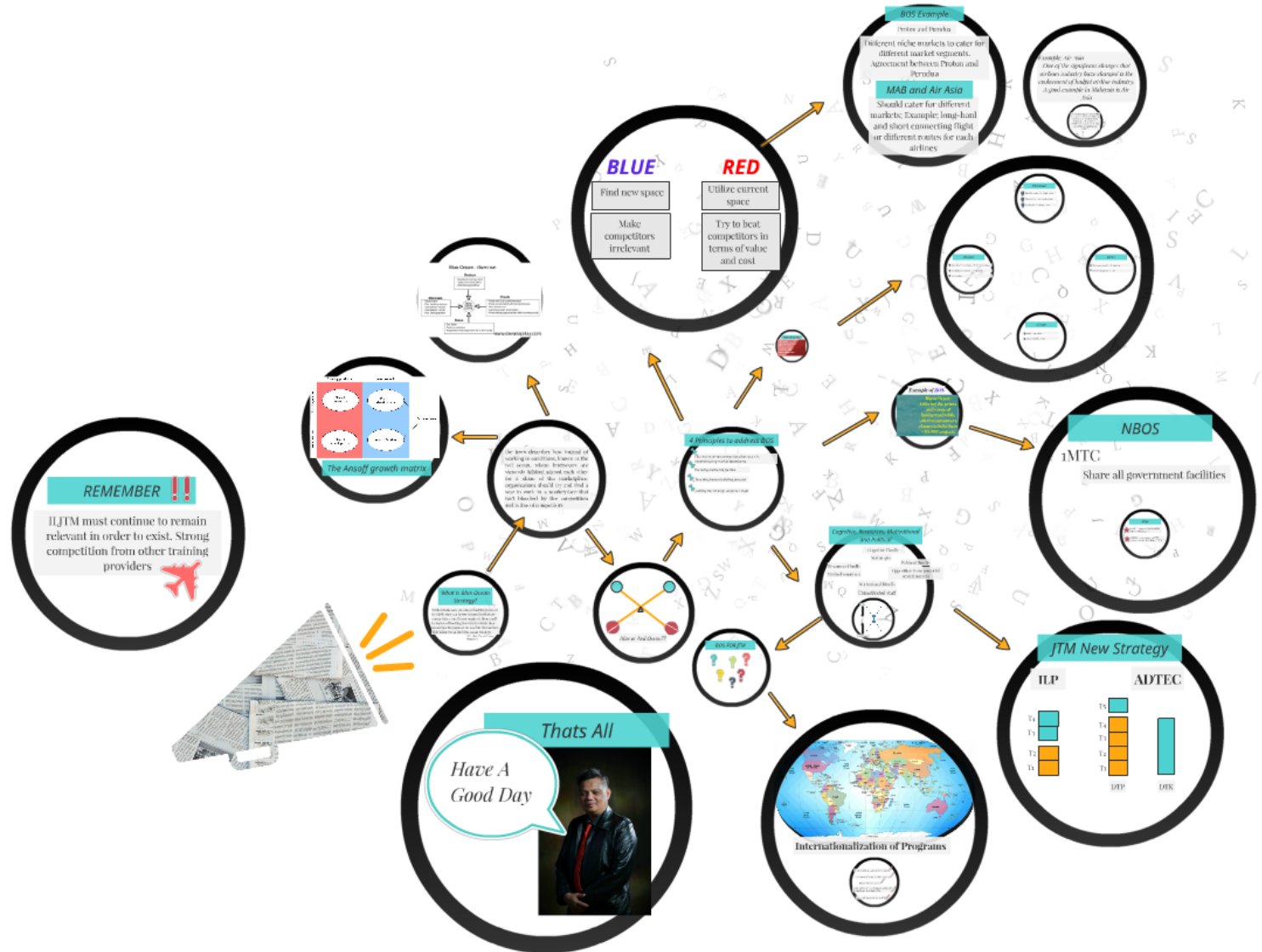


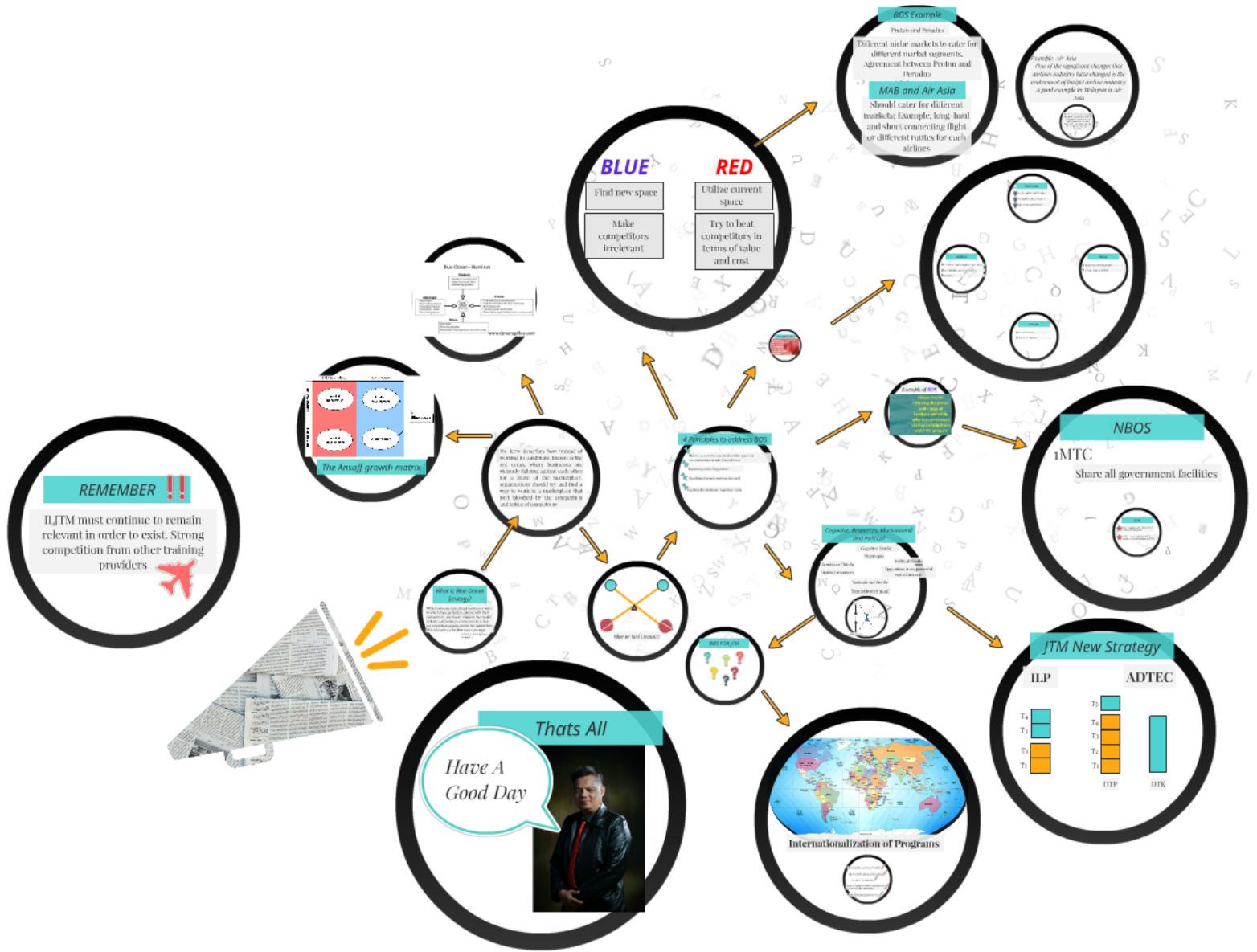
WHAT IS BLUE OCEAN STRATEGY?

By Mohd Zabidin B Abd Samad
Pengarah ADTEC Melaka



WHAT IS BLUE OCEAN STRATEGY?

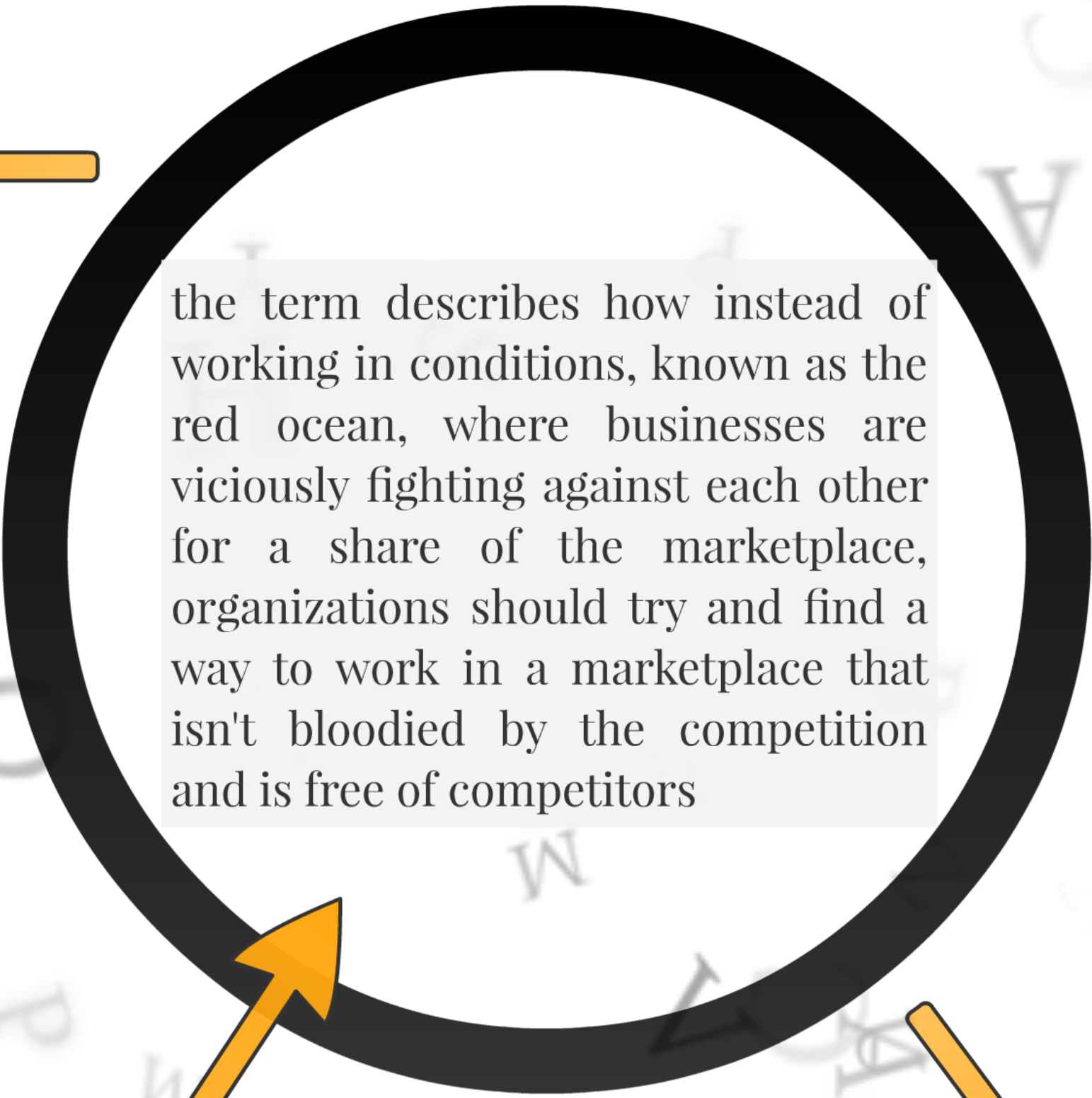
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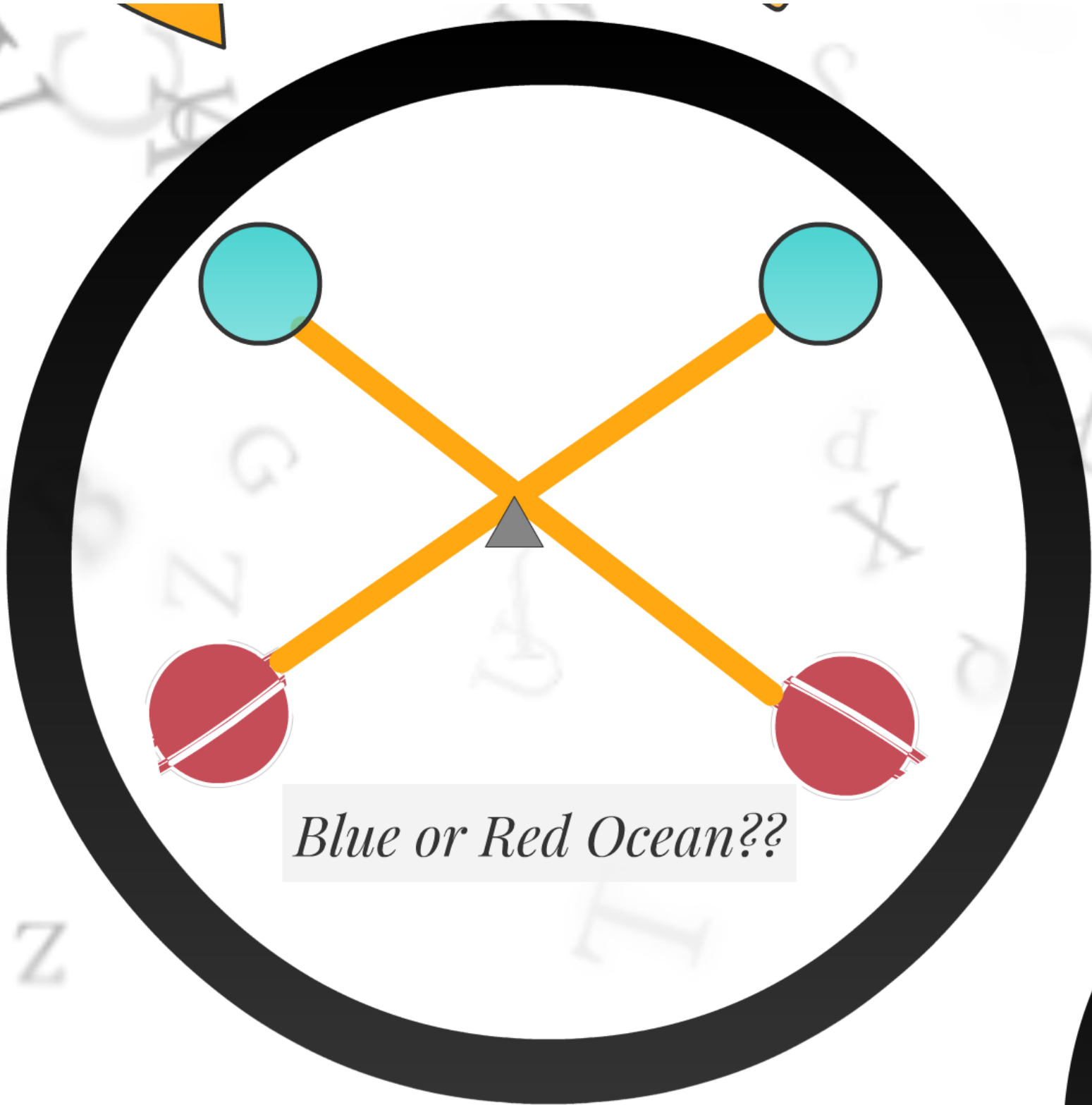
What is Blue Ocean Strategy?

While businesses are always looking for ways in which they can better contend with their competitors, one theory suggests they would be better off looking for ways in which they are competing against no one but themselves. This is known as the blue ocean strategy.

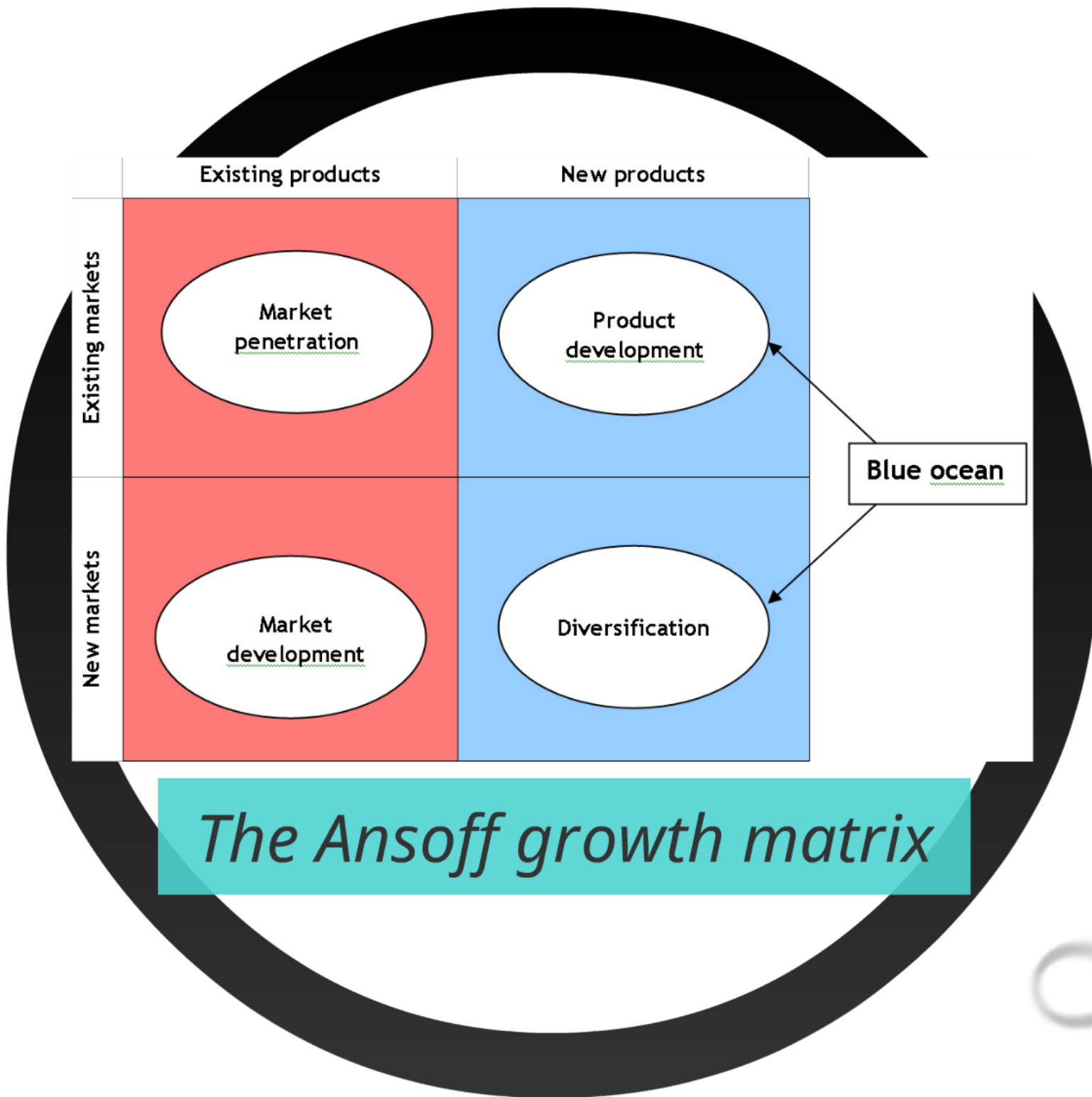
by W. Chan Kim and Renee Mauborgne



the term describes how instead of working in conditions, known as the red ocean, where businesses are viciously fighting against each other for a share of the marketplace, organizations should try and find a way to work in a marketplace that isn't bloodied by the competition and is free of competitors

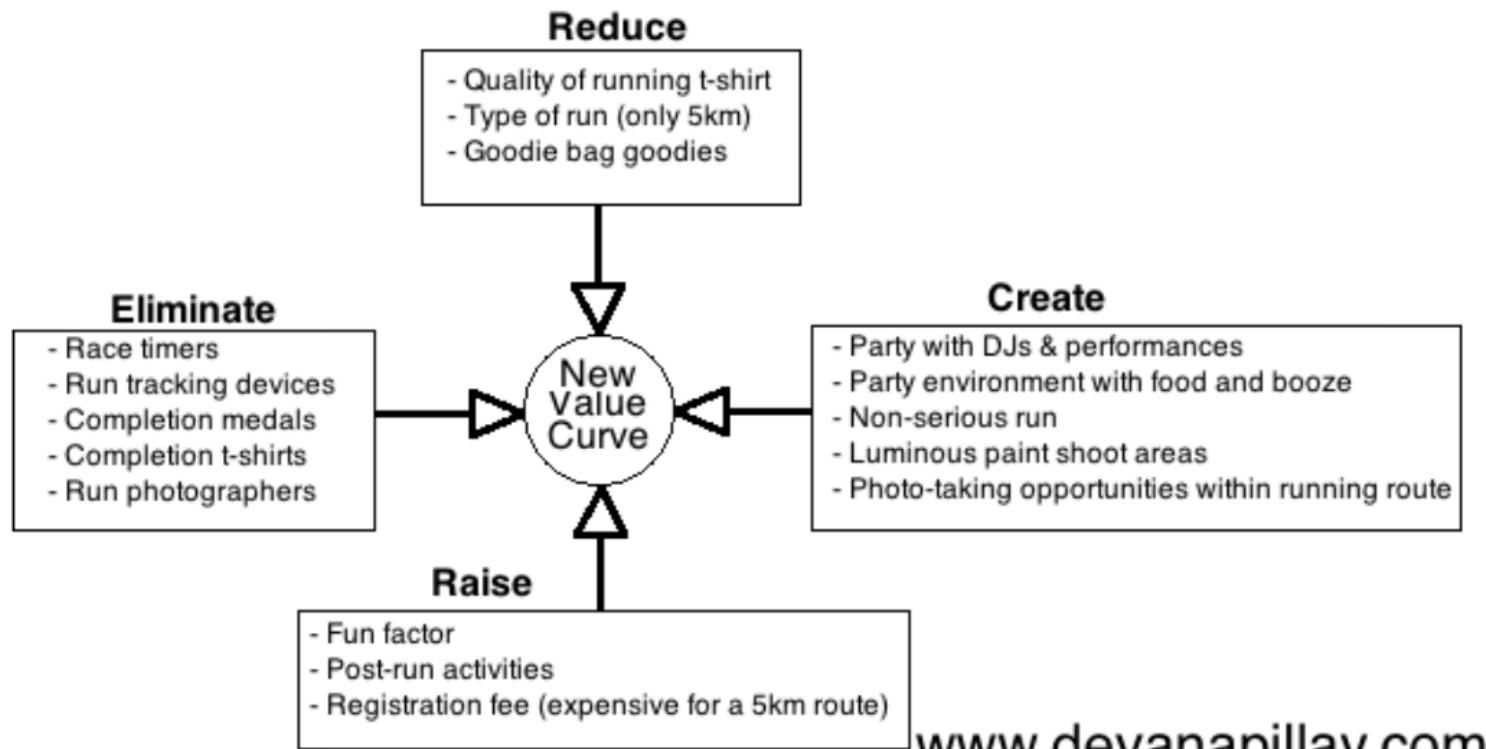


Blue or Red Ocean??



The Ansoff growth matrix

Blue Ocean - illumi run



4 Principles to address BOS



How to create uncontested market space by reconstructing market boundaries



Focusing on the big picture



Reaching beyond existing demand



Getting the strategic sequence right

Cognitive, Resources, Motivational and Political

Cognitive Hurdle

Status quo

Political Hurdle

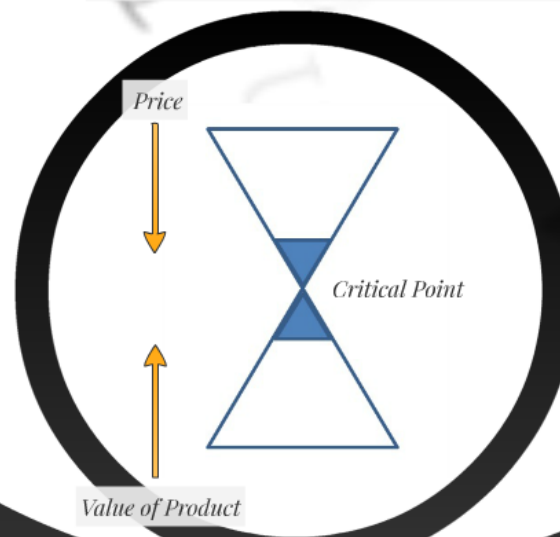
Opposition from powerful vested interest

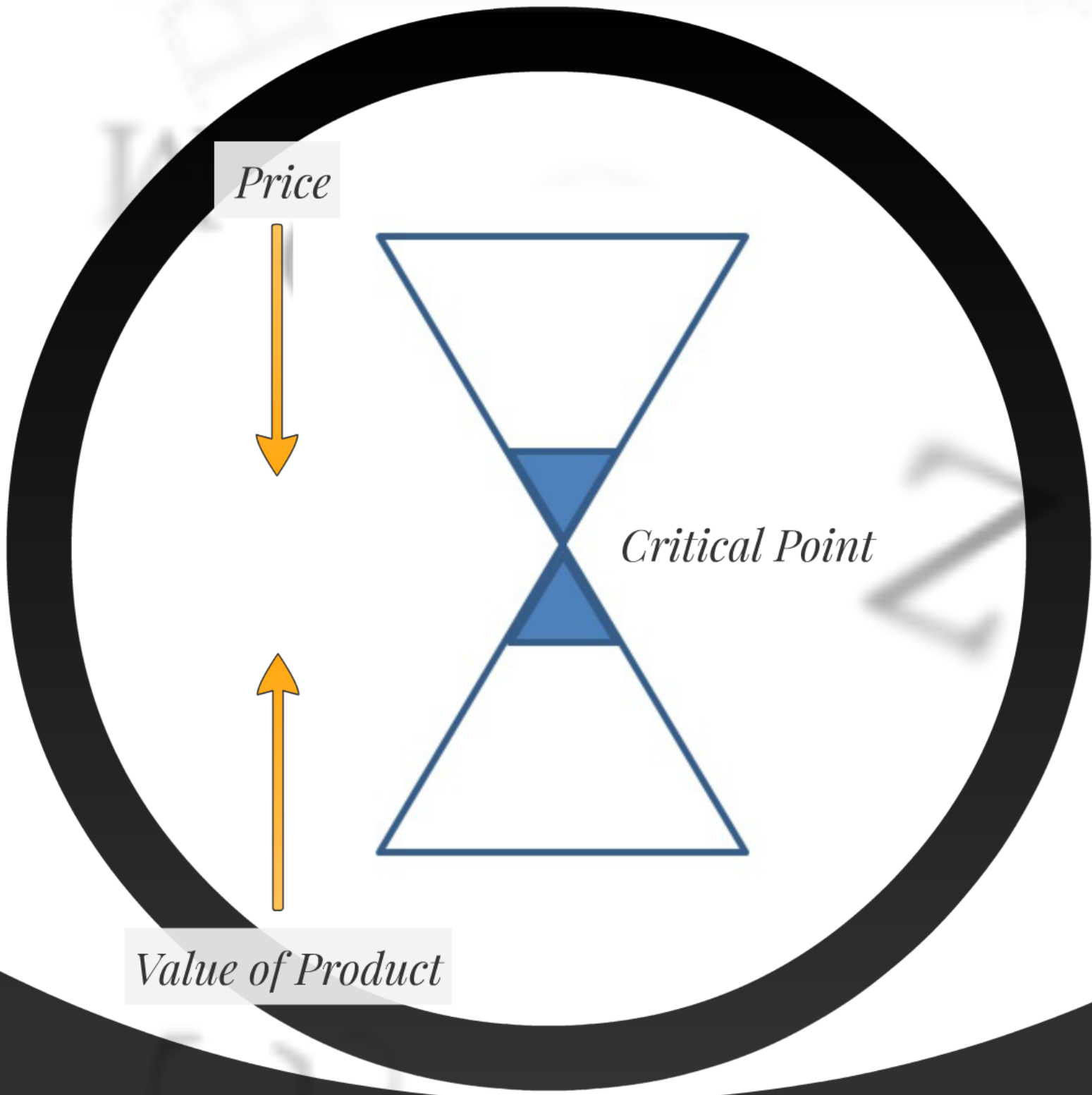
Resources Hurdle

Limited resources

Motivational Hurdle

Unmotivated staff





Price

Critical Point

Value of Product

Example of BOS

**Home Depot:
Offering the prices
and range of
lumberyard while
offering consumers
classes to help them
with DIY projects**



*Example of **ROS***

*Mc Donalds:
Mc Donalds continue to
offer burgers at
competitive price,
despite the sea of
burger selling outlets
and stalls*

BLUE

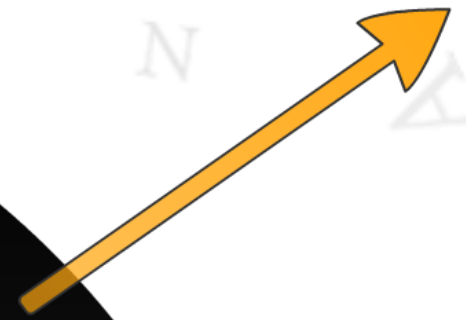
Find new space

Make competitors irrelevant

RED

Utilize current space

Try to beat competitors in terms of value and cost



BOS Example

Proton and Perodua

Different niche markets to cater for different market segments.
Agreement between Proton and Perodua

MAB and Air Asia

Should cater for different markets; Example; long-haul and short connecting flight or different routes for each airlines



Example: Air Asia

One of the significant changes that airlines industry have changed is the evolvement of budget airline industry.

*A good example in Malaysia is Air
Asia*

Air Asia have managed to avoid the red ocean (compete with Malaysia Airlines and regional airline) by looking into the factors that industry take for granted and also factors that are important to customers

Air Asia have managed to avoid the red ocean (compete with Malaysia Airlines and regional airline) by looking into the factors that industry take for granted and also factors that are important to customers

Eliminate

- Over the counter booking system
- Free food/beverage on the plane
- Seating class booking system

Reduce

- Luxury facilities provided by Airport Lounge
- No of attendance service on the plane
- Seat quality

Raise




- Focus on several key destination
- Increase frequency of flight

Create

- Online booking system
- Point to point travel system



Eliminate

-  Over the counter booking system
-  Free food/beverage on the plane
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NBOS

1MTC

Share all government facilities

KSM

- ★ Satellite campus of CIAT at IJTM offering VTO programs
- ★ NIOSH to offer courses for IJTM students and build facilities at IJTM

KSM



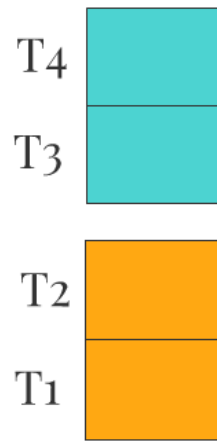
Satellite campus of CIIAST at ILJTM offering VTO programs



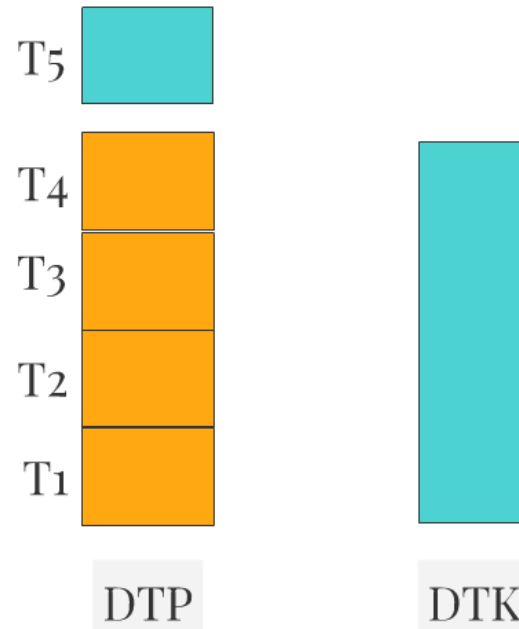
NIOSH to offer courses for ILJTM students and build facilities at ILJTM

JTM New Strategy

ILP



ADTEC



BOS FOR JTM





Internationalization of Programs

- Internationally recognized curriculum
- Attachment of lectures at MNC overseas
- Oversea LI for students
- Lecture and students exchange programs with international college/universities
- Part of syllabus adopted from MNC



Internationally recognized curriculum

Attachment of lectures at MNC overseas

Oversea LI for students

Lecture and students exchange programs with international college/universities

Part of syllabus adopted from MNC

REMEMBER



ILJTM must continue to remain relevant in order to exist. Strong competition from other training providers



Thats All

*Have A
Good Day*



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