

A white sailboat with a single mast and a white sail is positioned in the middle ground of a clear blue lake. The water is exceptionally clear, showing a detailed reflection of the boat and the sky. The sky is a vibrant blue with scattered white clouds. In the background, a rocky shoreline with some green trees is visible under a bright, sunny sky.

# Ansatz der Blue Ocean-Strategie

SLIDE ->



# beyond transformation

## Red Ocean Strategie vs. Blue Ocean -Strategie

### RED OCEAN STRATEGY

### BLUE OCEAN STRATEGY

Compete in <b>existing</b> market space	Create <b>uncontested</b> market space
<b>Beat</b> the competition	Make the competition <b>irrelevant</b>
Exploit <b>existing</b> demand	Create and capture <b>new</b> demand
<b>Make</b> the value-cost trade-off	<b>Break</b> the value-cost trade-off
Align the whole system of a firm's activities with its <b>strategic choice of differentiation or low cost</b>	Align the whole system of a firm's activities in <b>pursuit of differentiation and low cost</b>

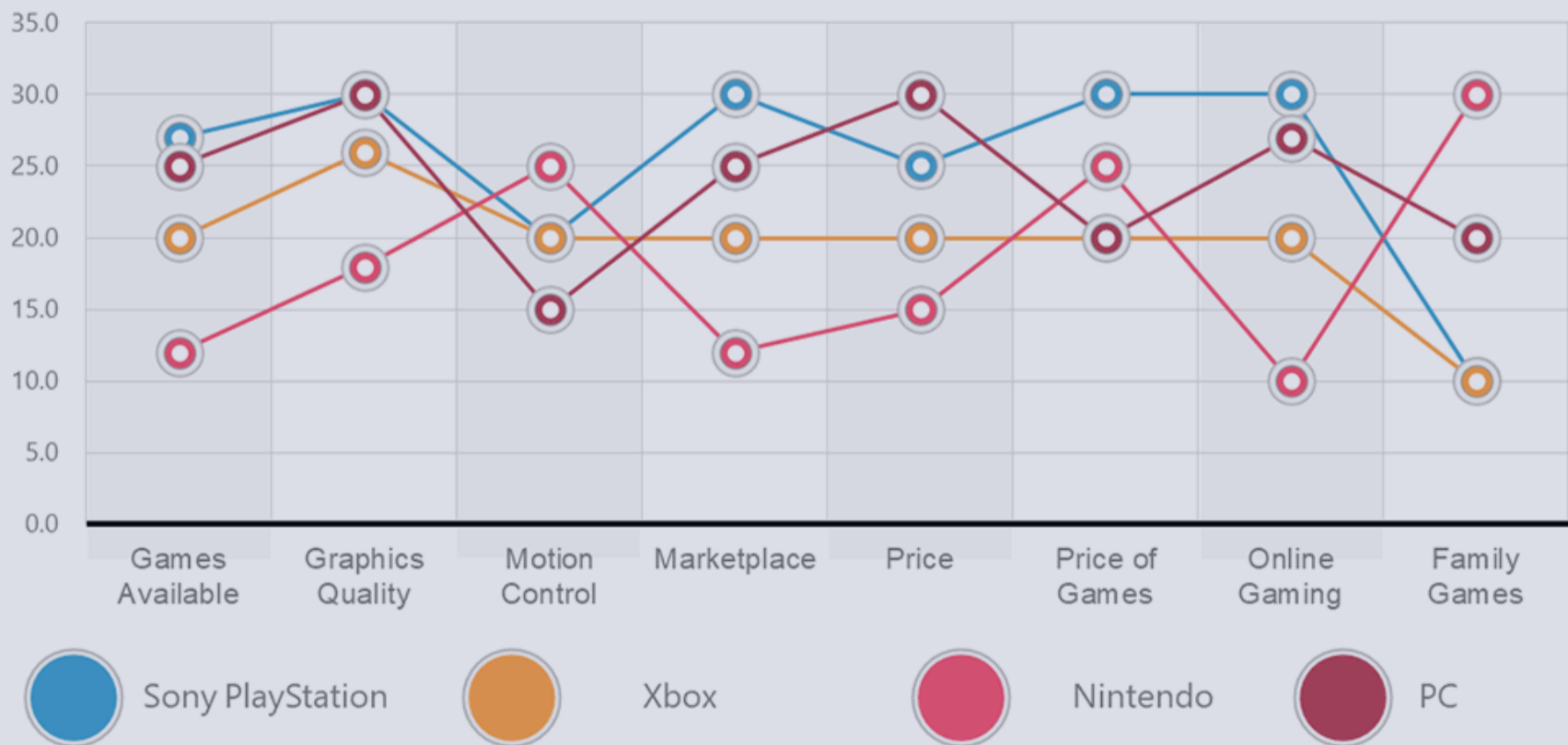
SLIDE ->

# beyond transformation

## Strategie-Leinwand

### Blue Ocean Strategy Canvas

Comparison of major gaming consoles platforms 2023.

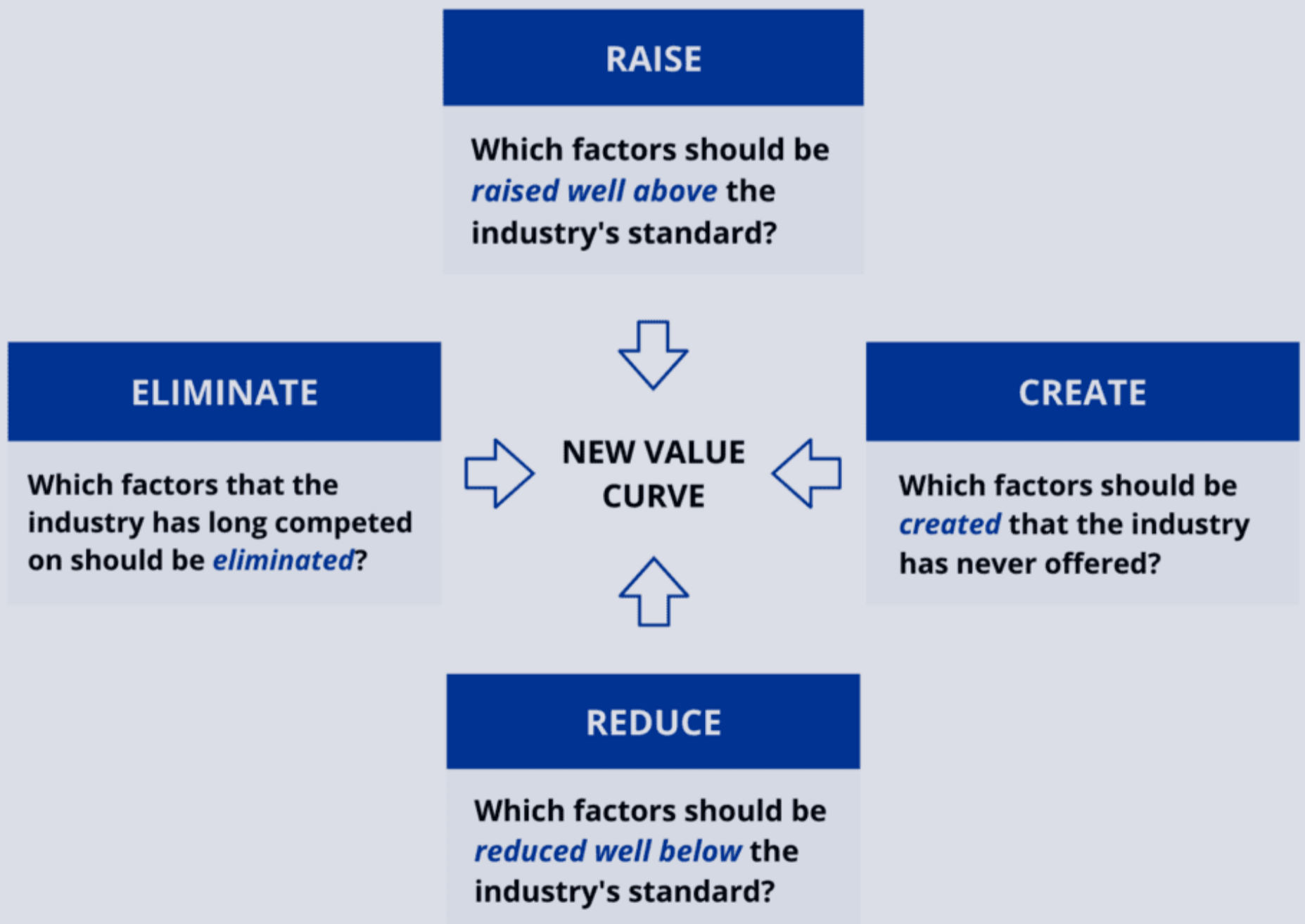


SLIDEMODEL.COM

SLIDE ->

# beyond transformation

## Vier-Aktionen-Framework



SLIDE ->

# beyond transformation

## Sechs-Pfade-Analyse

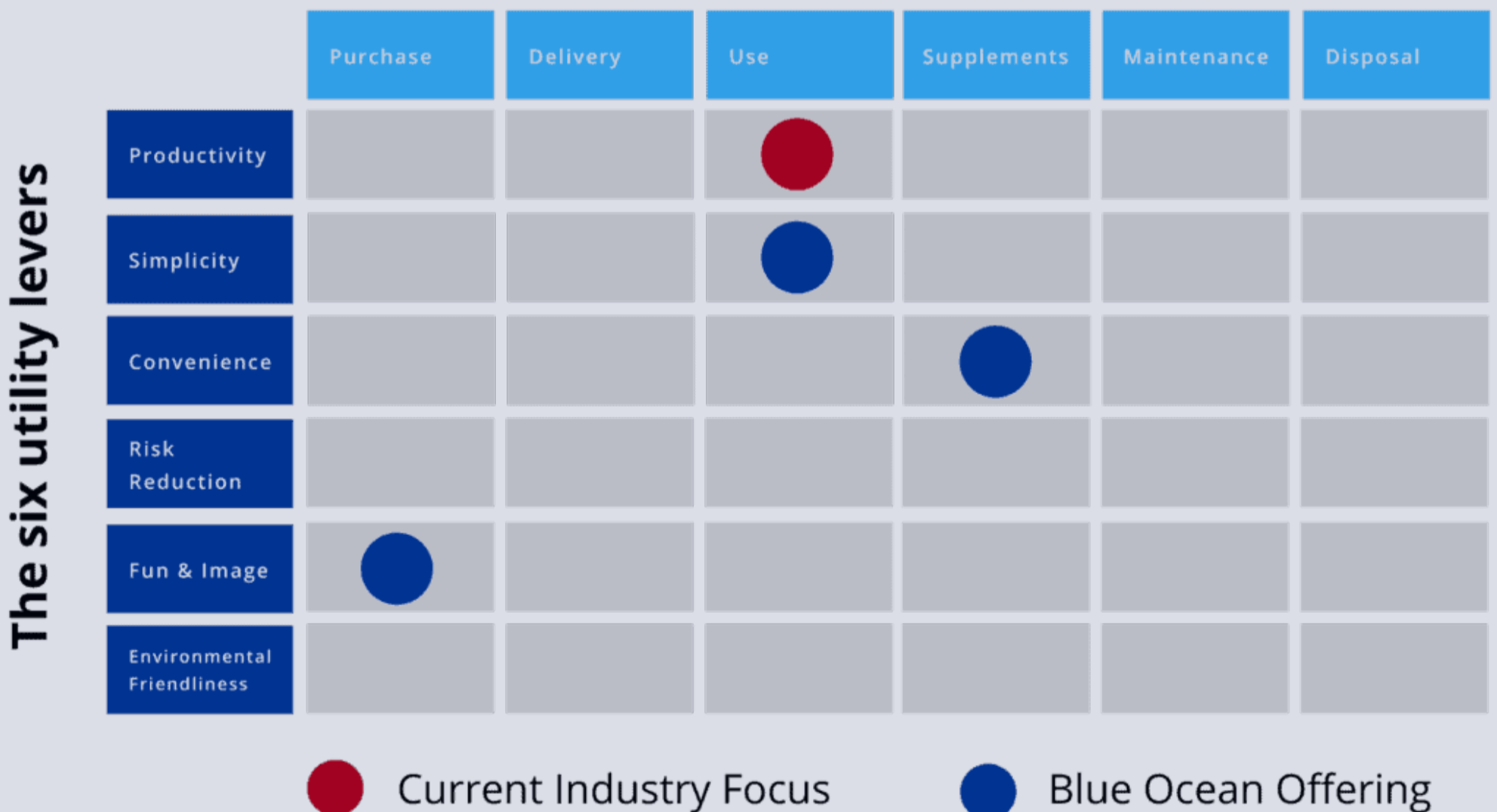
	Head-to-Head Competition	Blue Ocean Creation
Industry	Focuses on rivals within its industry	Looks across alternative industries
Strategic Group	Focuses on competitive position within strategic group	Looks across strategic groups within industry
Buyer Group	Focuses on better serving the buyer group	Redefines the industry buyer group
Scope of Product or Service Offering	Focuses on maximizing the value of product and service offerings within the bounds of its industry	Looks across to complementary product and service offerings
Functional-emotional Orientation	Focuses on improving the price performance within the functional-emotional orientation of its industry	Rethinks the functional-emotional orientation of its industry
Time	Focuses on adapting to external trends as they occur	Participates in shaping external trends over time

SLIDE ->

# beyond transformation

## Buyer Utility Map

### The Six Stages of Buyer Experience Cycle

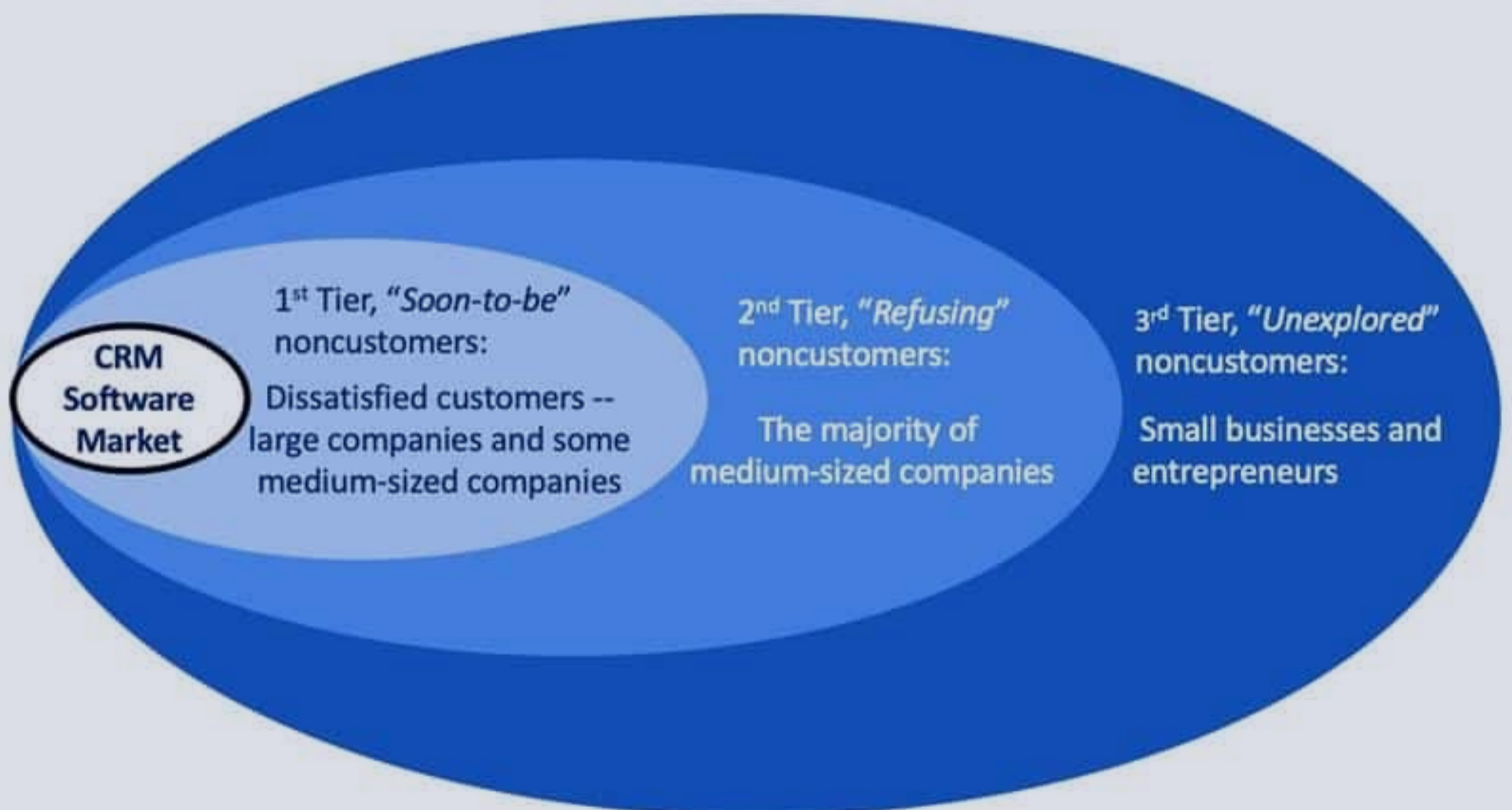


SLIDE ->

# beyond transformation

## Erkundung nicht-kundenorientierter Märkte

### The Three Tiers of Noncustomers of the Traditional CRM Software Industry



"The Three Tiers of Noncustomers" © Chan Kim and Renée Mauborgne, *Blue Ocean Shift: Beyond Competing – Proven Steps to Inspire Confidence and Seize New Growth*

SLIDE ->



# beyond transformation

Strategie-Audit in  
wenigen Tagen!

Lass uns gerne  
unverbindlich sprechen!  
[Hier klicken](#)



Mehr zur Strategieentwicklung:

[Warum Fokus in der Strategie so essenziell ist](#)

[Weshalb Ziele und Resultate nicht dasselbe sind](#)

[Weshalb manchmal auch schon eine strategischen Auslegeordnung hilft](#)