

## 藍海營銷策略



Blue Ocean Strategy is a way to make the competition irrelevant by creating a leap in value for both the company and its customers. It denotes all the industries not in existence today -- the unknown market space, untainted by competition. In blue oceans, demand is created rather than fought over. There is ample opportunity for growth that is both profitable and rapid. In blue oceans, competition is irrelevant because the rules of the game are waiting to be set. Blue Ocean is an analogy to describe the wider, deeper potential of market space that is not yet explored. Like the “blue” ocean, it is untouched, vast and deep in terms of profitable growth.

### 目標

- To equip the participants with better marketing strategy.
- To apply the skills and analyze different strategies so as to find out the most suitable one.

### 目標對象

- Staff who involve in the decisions of adapting different marketing strategies to make company benefits most.

### 詳情

- Breaking out of the red ocean
- Making the competition irrelevant
- Creating a leap in value
- Creating companies' own blue ocean
- Tackling challenge in action in any organization
- Alerting level of industry attractiveness
- Changing of market structure

### 方法

- Presentation and experience sharing

### 地點

- ACI training centre