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An Overview of Blue Ocean Strategy for Business Sustainability

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Abstract *The goal of any business is to attract customers where it uses marketing techniques and strategies to increase client satisfaction. Even if customers are happy with a company's product or service, it can be difficult to predict if they will remain a devoted customer. There are a lot of competitors in today's highly competitive corporate world. A company must distinguish itself from its rivals and demonstrate innovation if it is to make money and gain market share. Competition is an inherent one in business. To avoid competition nowadays, the companies enter and focus their operations in a new market. Businesses seek out new market segments or business prospects where they can gain uncontested market share or a "Blue Ocean" when there are limited opportunities for growth. For their business, the company used the blue ocean strategy. A business has the chance to acquire a new consumer if it enters a new market. The blue ocean strategy aims to limit demand growth while simultaneously encouraging competition with unrelated products or services that provide greater quality. It aids the company in producing large profits as the product or service can be charged a small cost because of its sole features. When there is a chance for larger profits, such as when there is current competition or unimportant competition, it may exist. The necessity of a blue ocean strategy for company sustainability is highlighted in this article.*

Keywords *Strategy, Customer, Competition, Blue Ocean Strategy, Business*

INTRODUCTION

Every company endeavors to make a profit. If a business wants to achieve its objective they must work extremely hard and strategically, while also contending with fierce competition in their industry. In light of the fact that competition is an inherent part of doing business, organizations must develop and implement innovative business strategies in order to survive in this challenging environment.

BLUE OCEAN STRATEGY

A company that establishes or enters a market with no competitors is said to be using the blue ocean approach. If there is no rivalry in business, it might be inconceivable. The firm could wonder how it's even possible for there to be no competition. If there is no competition for the business, they could present themselves differently. To attract and keep customers for their business, the company developed a new market with their update or new product. Other businesses at the time were unable to penetrate this new market.

BLUE OCEAN VS RED OCEAN STRATEGY

Since the majority of businesses operate in the Red Ocean, they must contend with intense competition. In this "red ocean," the business may occasionally find it difficult to compete. For instance, if one firm chooses low pricing for its brands, its rival may follow suit and lower the price for their brands, which will have an impact on the earnings of the other company.

The business may have no competition in the instance of Blue Ocean. If there is no rivalry for a firm, then indicates that company can implement business practices with complete freedom and flexibility, and there is also a chance to achieve business profits without any challenges.

NEED FOR BLUE OCEAN IN BUSINESS

The businesses struggled to turn a profit because of the intense competition they face in their industry. The business must decide whether to enter the new market if it wants to survive.

CHANGE IN BUSINESS

Every business experiences constant change. Therefore, every business seeks to modify a few things, including the product, service, market, technology, consumer tastes and preferences, and so on. There is a chance that the company won't make a profit if they are not prepared to accept the changes in their industry. To accomplish its objectives, the organization needs be flexible and adapt its operations.

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SATISFY THE CONSUMER

Markets constantly have needs that can be met by providing a variety of products or services. Due to the accessibility of the brand, technological advancements, and other factors, consumer wants and tastes are changing. If customers are searching for a new product or service that is not yet on the market. It is the job of the company to develop a new brand or service for the consumers in order to meet their demands and to inspire loyalty to that brand or service.

COMPETITION

Due to the intense degree of rivalry in the market, businesses must take new steps to stay competitive. Because of increased competition, a company may have poor profits or, occasionally, will not be able to turn a profit as a result of the competition. The company could enter a new market in order to avoid the commercial competition.

CREATING A NEW MARKET

A company that expands into a new market brings unneeded competition into their industry. That is a scenario in which a business has developed a new market for its products or services, is not facing any competition, has the potential to make significant profits, and may even overtake its competitors as the market leader.

ATTAIN BUSINESS GOALS

The primary goal of every business is to attract and keep customers. It is challenging to run a firm and turn a profit when there is greater competition. Because the rival may develop a brand that is comparable to the other brand or service that will attracting the customers. Create a new market for that product or service that will help you defeat this firm and achieve the business goals.

KEY AREAS IN ADOPTING BLUE OCEAN STRATEGY

There will be certain challenges and learning opportunities as the organization takes a first step. A company should be able to look at some of the important areas for implementing new business practices if it is interested in pursuing the blue ocean strategy.

FUND REQUIREMENT

A new market to enter is not a simple undertaking. Even if the business chose to compete in the Blue Ocean, it should have a thorough understanding of the funding requirements. The machines would not function if the lubricant was not applied correctly. Likewise, the blue ocean market similarly requires more money to run their firm effectively and efficiently.

KNOWING THE CONSUMER PULSE

The company needs to be aware of consumer tastes and preferences before diving into the blue ocean. It's like taking a ship without knowing the limits of the sea if you don't comprehend the consumer's thoughts. If a company can clearly identify the wants of its customers, it may develop a product or service that appeals to those needs and is profitable for it. If not, the company might be unable to satisfy customer needs, which would hurt business earnings.

OPPORTUNITY IDENTIFICATION

There should be a chance for a business in the future whenever one can be started in a new market. If a new firm has a chance to succeed, the company will expand and endure in the long run. On the other side, if the company believes that their new market will become old in the future or if there are no future opportunities for the new market. In this circumstance, the company may be unable to foresee business opportunities that will impact the company's earnings in both the present and the future markets.

PREDICTING DEMAND

One of the important aspects of business is demand. The market's desire for the brand or service will serve as a barometer for how successful it is. When a business enters a new market, it should be able to predict the demand for its product or service both now and in the future. If there is consistent market demand for the product or service, the firm will continue to expand. Otherwise, if there is no longer a need for the product or service, the company might not be able to continue operating in the future.

CONCLUSION

Most businesses today are up against fierce competition, and those businesses are also finding it difficult to turn a profit. There is no need to go into the new market if the company has more resources and can compete with its rivals while also having the ability to survive. However, if a company has more resources but is still unable to turn a profit or compete with its rivals, it may opt for the blue ocean strategy, which will help it discover additional business prospects and increase its chances of making a profit.

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