

# Blue Ocean Company, Strategic Management Report

<https://marketpublishers.com/r/BE18751B4CBAEN.html>

Date: July 2022

Pages: 10

Price: US\$ 32.00 (Single User License)

ID: BE18751B4CBAEN

## Abstracts

The main and core advantage of blue ocean company is to entertain the target people by providing the actual view of sea world. In order to achieve the main objective of the company, preparation and execution of excellent strategies is considered significantly essential. Different types of business level strategies and corporate level strategies are selected by the company according to needs and nature of the company. The business level strategy assists a company to compete in this era of internationalization and globalization by proper strategies and plans. The needs and demands of the customers are considered significantly essential for the Blue Ocean Company. The Blue Ocean Company has selected the business level strategy according to needs and demands of the customers. In order to compete in this era of competition, the company is selected differentiation strategy (Leger, 2015). The description of numerous aspects is considered significantly essential to demonstrate the business level strategy.

The people belong to different income levels, educated or non educated people, males, females, kids and individuals who like to see the actual sea world are main target market of the company. The needs and demands of customers are considered essential and they will provide opportunity to see different animals and get complete information about them. The core objectives of the Blue Ocean Company are to offer creative and innovative services to people by providing them opportunity to evaluate the sea world comprehensively.

In this assignment the business level strategy and corporate level strategy will be discussed in detail. Numerous factors regarding preparation and implementation of strategy will be discussed in detail. (Continued...) wordcount of report: 2000 words

## Contents

Introduction

Products and services

The ways to gratify the demands of customers

Choice of Business Level Strategy

Differentiation Strategy

Reason of selection of Differentiation Strategy

Porter's Five Forces Model

Risks Related to Differentiation Strategy

Implementation of the strategy

Corporate-Level Strategy

Reasons of selecting diversification strategy

Level of diversification

Selection of diversification strategy

The reasons of the choosing the diversification strategy

Conclusion

References

## I would like to order

Product name: Blue Ocean Company, Strategic Management Report

Product link: <https://marketpublishers.com/r/BE18751B4CBAEN.html>

Price: US\$ 32.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BE18751B4CBAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970