

# Strategic Management Report - The Blue Ocean Company

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## 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. continued (wordcount of report: 2000 words)

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