

**EXERCISE (in groups): Crafting a blue ocean strategy****Craft a winning strategy for competing in the wine industry.**

1. List the factors (that customers value) on which wine producer-marketers compete.
2. What are the pain points that wine purchasers experience?
3. Craft a Blue Ocean Strategy for this industry (address a & b).
  - a. Use the BOS 4-actions framework to choose what to *eliminate*, *reduce*, *raise* or *create*
  - b. Draw two contrasting value curves (on the same slide) that compare the value propositions of
    - a **traditional wine producer-marketer** vs
    - **your strategy for entering this market**

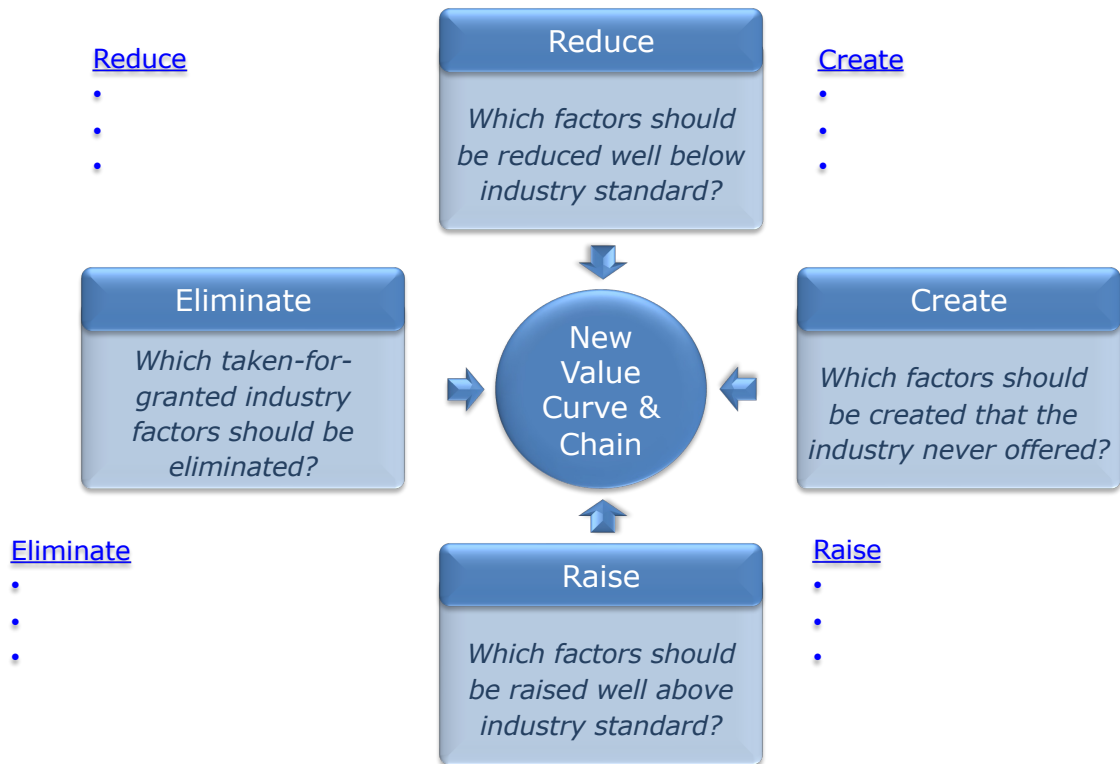
1. Factors on which wine producers-marketers compete.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

2. Pain points experienced by prospective wine purchasers

- 1.
- 2.
- 3.
- 4.
- 5.

# BLUE OCEAN STRATEGY



## A Blue Ocean alternative to the traditional wine industry

### Contrasting Value Curves

