EXERCISE (in groups): Crafting a blue ocean strategy

Craft a winning strategy for competing in the wine industry.

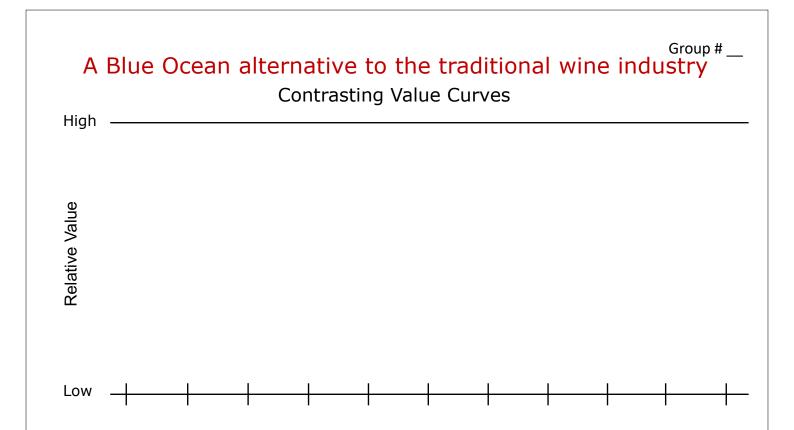
- 1. List the factors (that customers value) on which wine producermarketers compete.
- 2. What are the pain points that wine purchasers experience?
- 3. Craft a Blue Ocean Strategy for this industry (address a & b).
 - a. Use the BOS 4-actions framework to choose what to *eliminate*, reduce, raise or 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

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Factors on which wine producers-marketers compete.	Pain points experienced by prospective wine purchasers	Group # _
1.	1.	
1.	1	
2.	2.	
3.		
3.	3.	
4.		
5.	4.	
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6.	5.	
7.		

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Group # ___ **BLUE OCEAN STRATEGY** Reduce **Reduce Create** Which factors should be reduced well below industry standard? Eliminate Create New Which taken-for-Value Which factors should granted industry Curve & be created that the factors should be Chain industry never offered? eliminated? **Eliminate** Raise Raise Which factors should be raised well above industry standard? www.meim.uniparthenope.it



Attributes valued by customer