

# OceanCove Case Solution

## Thecasesolutions.com

10/10 recommend

Not just advertising professionals

Great for business owners, no matter size of company

**Summary**  
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OceanCove is an online retail platform that offers a wide range of products. The company was founded in 1995 and has since grown into a major player in the e-commerce space. The case study focuses on the company's growth strategy, its competitive advantage, and its financial performance. The authors provide a detailed analysis of the company's operations, its market position, and its future prospects.

**Time & BOS**

The original book was published in 2005. 2005 was a period of slow economic growth. The book was updated in 2015 with new examples & case studies from the last 10 years. The extended version is very relevant today.

**Authors**  
Thecasesolutions.com

The authors are W. Chan Kim & Renee Mauborgne. Both are currently strategy professors at INSEAD, Co-Directors of BOSI, Co-Founders of BOSI. Their academic background leads to systematic, "textbook like" approach.

**Topics & Big Idea**  
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The book covers a wide range of topics, including strategy, innovation, and business models. The authors introduce the concept of Blue Ocean Strategy, which focuses on creating new market spaces that are uncontested and profitable. The book provides a framework for developing and executing a Blue Ocean Strategy.

**Subject & Style**  
Thecasesolutions.com

The book is a combination of theory and practice. It includes numerous case studies and examples of Blue Ocean Strategy in action. The authors use a clear and concise writing style, making the book accessible to a wide range of readers.

**Video Introduction**  
Thecasesolutions.com

Introduction to the book's content, covering the main themes and the authors' approach.

**Reviews & Ratings**  
Thecasesolutions.com

The book has received numerous positive reviews and ratings, indicating its popularity and effectiveness as a resource for understanding and implementing Blue Ocean Strategy.

**Pt. 3: Executing BOS**

**Reviews/Ratings**  
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**Part 1: Blue Ocean Strategy**

**Pt. 2: Formulating BOS**

**Appendix**

<https://www.blueoceanstrategy.com/about-the-authors/wchan.html>  
<https://www.casefiles.com/author/chan-kin/>  
<https://www.insead.com/News/Ocean-Strategy-Expanded-Edition.aspx?ID=2574&SID=108&CID=118>  
<http://www.casefiles.com/casefiles/casefiles/author/wchan.html>  
<https://www.blueoceanstrategy.com/book/>  
 Kim, W. C., & Mauborgne, R. (2015). Blue Ocean Strategy, Expanded Edition. Boston, MA: Harvard Business School Publishing Corporation.  
<https://www.blueoceanstrategy.com/book/#/media/>

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**Summary**

**Thecasesolutions.com**

Blue Oceans can be defined as untapped market space. This book covers studies of 150 strategic moves across 20 industries over 100 years. Authors say that companies must never have "red oceans" (blue oceans).

150 examples found in the book on: Cheap 'n' Sweet, Apple, Hertz, RHP-Lauren.



**Time & BOS**

The original book was published in 2005.

2005 was a period of slow economic growth.

The book was updated in 2015 with new examples & case studies from the last 10 years.

The extended version is very relevant today.

**Authors**

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- The authors are W. Chan Kim & Renée Mauborgne
- Both are currently strategy professors at INSEAD
- Co-Directors of BOSN
- Co-Founders of BOSN
- Their academia background leads to systematic, "textbook like" approach

**Theme & Big Idea**

Companies can create a high level of "red ocean" competition. The authors argue that there is an untapped market space. The book is about 200 pages and 200 examples. The authors say that companies must never have "red oceans" (blue oceans).

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**Subject & Style**

**Thecasesolutions.com**

The main topic is Blue Ocean Strategy. The book is a strategic approach to creating a new market space. The authors say that companies must never have "red oceans" (blue oceans). The book is a systematic, "textbook like" approach.

**Video Introduction**

**Thecasesolutions.com**


Source: [www.thecasesolutions.com](http://www.thecasesolutions.com)

**Evidence & Examples**

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**Pt. 3: Executing BOS**




**Thecasesolutions.com**

International best-selling authors W. Chan Kim and Renée Mauborgne. "Blue Ocean Strategy" has become a best-selling "business" book.


**Reviews/Awards**



**Part 1: Blue Ocean Strategy**



**Pt. 2: Formulating BOS**



**Appendix**

# Summary

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Source: amazon.com

- Blue Oceans are defined as untapped market space
- This book covers studies of 150 strategic moves, across 30 industries over 100 years
- Authors say that companies must move from "red oceans" to "blue oceans"
- Key examples found in the book are Cirque Du Soleil, Apple, NetJets, Ralph Lauren

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International best seller across 5 continents

A Wall Street Journal, BusinessWeek, and Fast  
Company Best seller

"BOS is the most successful book on business  
master-planning in recent years" -The Economist

★★★★★ **Excellent tools for generating creative strategies**

By John Gibbs on December 28, 2014

★★★★★ **The Book that Changed my Life!!**

By Bill Kimbrell on February 3, 2015

★★★★★ **A book to lead a paradigm shift in strategy theory and practice**

By Thomas Z on February 17, 2015

Source: Amazon.com

**Video Introduction**

**Thecasesolutions.com**

Source: [blueoceanstrategy.com](http://blueoceanstrategy.com)

# Authors

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## Thesis & Big Idea

- Companies must stop trying to compete in "red oceans" and create "blue oceans".
- The authors argue that there IS a systematic approach-not just luck
- The most successful companies are the ones who create new market space
- Successful in drawing out thesis.
- The examples in this book agree with our class discussions.

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## Subject & Style

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The main topic is Blue Oceans and the systematic approach to creating them.

The style of BOS is mainly informative, scholarly, educational (outlines principles and tools)

but also argumentative

The visual, academia style aids in illuminating and illustrating the topic



# Evidence & Examples

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