

Ocean 42SS: Fishing Boat

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Novo Nordisk's strategy

Focus on a consumer's needs

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Bloomberg

- How they can quickly react to market changes
- Bloomberg offers a better information and purchasing services to investors
- The personal level of brokers used to be expensive
- Bloomberg to focus on price purchasers because Bloomberg showed a new value that was competitive against other
- In order to provide a good product, avoid their price within their firm to benefit investors to purchase from Bloomberg



Example: iPads at high school

Initial cost of about \$650 per iPad for the school. Growing market with 50 million people. Already 10 million iPads in schools across the country. iPads generated \$4.26 million for the company in this year's second quarter, or 1.2 percent of the company's total revenue.



Example: iPads at high school

iPad for free for one year afterwards iPads have to be given back to school/Apple instead children got used to it



Bloomberg Thecasesolutions.com

- became one of the largest and most profitable business information providers in the world
- before Bloomberg missed the market, Reuters and Isoterix dominated the online financial information industry
- this made no sense for Bloomberg, because they saw trends and insights making the world decrease for their employees
- so Bloomberg created a new system to offer users better value with a easy-to-handle, broker friendly computer system
- before they had to calculate different scenarios with other and calculators



Example: iPads at high school

How people react to school for personal or general high school



Blue Ocean Strategy

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Path 3: Look across the chain of buyers

This path deals with:

- Purchasers, users and influencers
- Companies usually focus on a single buyer group

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Example: Novo Nordisk, SAP



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Thecasesolutions.com **Novo Nordisk's strategy**

Novo Nordisk, saw that it could break away apart form the competition and create a blue ocean by shifting the industry's long standing focus on doctors to the users

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NovoPen




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Novo Nordisk's strategy

Novo Nordisk is a global healthcare company with 90 years of innovation and leadership in diabetes care. The company also has leading positions within haemophilia care, growth hormone therapy and hormone replacement therapy.
Novo Nordisk markets its products in more than 180 countries.

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Stylish design

- Available in red and blue with a choice of skins

Short button travel

- Reduced injection movement makes it easier to self-inject

Half-unit dosing

- From 0.5 units to maximum of 30 units for fine-tuned dosing



Memory function

- Records dose and time since last injection for extra reassurance

Easy-to-use dial

- Up and down function
- Dial will not select more units than left in cartridge

End of dose click

- Dosage confirmation for reassurance

Easy to change Penfill® cartridge

- Simply push back the piston rod with a finger tip



Bloomberg Thecasesolutions.com

- became one of the largest and most profitable business-information providers in the world
- before Bloomberg invaded the market, Reuters and Telerate dominated the online financial-information industry
- industry focused on purchasers IT managers
- this made no sense for Bloomberg, because they saw traders and analysts making the crucial decisions for their employers
- so Bloomberg created a new system to offer users better value with a easy-to-handle, broker friendly computer system
- before they had to calculate different scenarios with a pencil and calculators

