



# Management Association of Pakistan

&

Institute of Business Management  
(Management Excellence Center)

Jointly Present

A full day Workshop on

## “BLUE OCEAN STRATEGY”

**Date** : Tuesday, 31<sup>st</sup> January, 2012  
**Time** : 9:00 a.m. to 5:00 p.m.  
**Venue** : Carlton Hotel, Karachi

Please see attachment for details and registration.

**SALAH UDDIN**  
Executive Director

Date: January 31, 2012  
9:00 AM to 5:00 PM

Fee: Rs. 8,000/- (for MAP Institutional Members)  
Rs. 7,000/- (for MAP Individual Members)  
Rs. 9,000/- (for Non Members)

Venue: Carlton Hotel, Karachi

# BLUE OCEAN STRATEGY

TUESDAY, JANUARY 31, 2012



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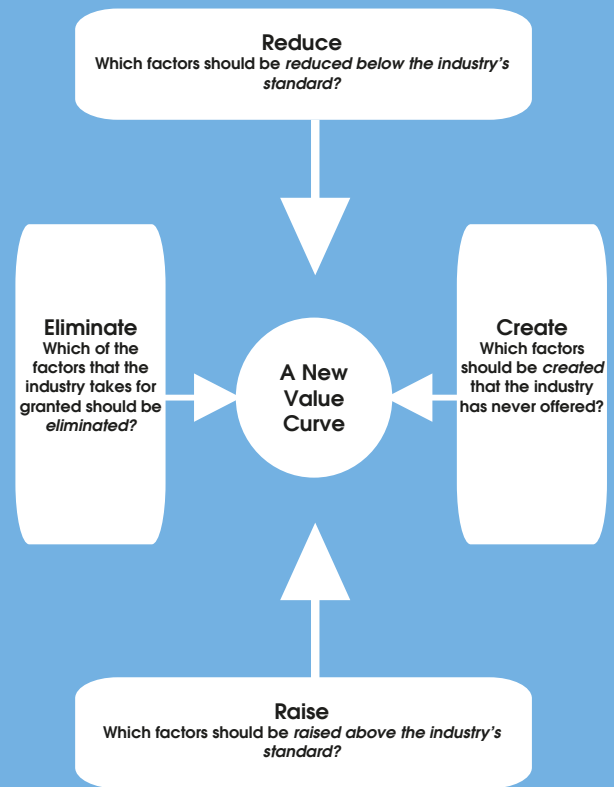


**From Rhetoric to Rigor...**

*"Stop benchmarking the competition. The more you benchmark your competitors, the more you tend to look like them."*

## Overview

Stop benchmarking the competition. The more you benchmark your competitors, the more you will look like them. Based on a study of 150 strategies moves spanning more than 100 years and 30 industries, it provides us with a systematic approach to making competition irrelevant and creating uncontested market space. The aim of blue ocean strategy is not to out-perform the competition in the existing industry, but to create new market space or a blue ocean, thereby making the competition irrelevant. While innovation has been seen as a random/experimental process, where entrepreneurs are the primary drivers, the blue ocean strategy offers systematic and reproducible methodologies and processes in pursuit on blue oceans by both new and existing firms. The three conceptual building blocks of the blue ocean strategy are: value, innovation, tipping point leadership and fair process. It covers both strategy formulation and execution.



## What will participants learn?

After attending the workshop, you will never see your competition in quite the same light. You will learn a compelling case for pursuing strategy with a creative, not combative, approach. You will learn to break the value-cost tradeoff (seek greater value to customers and low cost simultaneously) and align the whole system of a firm's activities in pursuit of differentiation and low cost.

*How to create uncontested market space and make the competition irrelevant*

After BLUE OCEAN STRATEGY, you will never again see your competition in quite the same light. A compelling case for pursuing strategy with a creative, not combative approach. The emphases on value innovation and stakeholder engagement alone make this concept a must-know for both executives and students of business.

*Carlos Ghosn, President and CEO, Renault & Nissan Motor Co. Ltd.*

BOS examines the experience of companies in areas as diverse as watches, cement, computers, automobiles, and even the circus to shed new light on the development of future strategies.

*Nicolas G. Hayek, Chairman of the board of Directors, Swatch Group*

I recommend BLUE OCEAN STRATEGY to any executive in the private or public sector. It shows how to break from the status quo, create a winning future strategy, and execute this fast at low cost. As much a practical guide as an eye-opener.

*William J. Bratton, former police Commissioner of the City of New York*

Blue Ocean Strategies are not only original but practical. Our company has used them and obtained powerful results. They chart a bold new path to winning the future."

*Patrick Snowball, Chief Executive, Norwich Union Insurance*

*"Blue ocean strategy is the simultaneous pursuit of differentiation and low cost."*

## RED OCEAN STRATEGY

Compete in existing market space

Beat the competition

Focus on existing customers

Exploit existing demand

Make the value-cost tradeoff (Create greater value to customers at a higher cost or create reasonable value at a lower cost)

Align the whole system of a firm's activities with its strategic choice of differentiation or low cost

## BLUE OCEAN STRATEGY

Create uncontested market space

Make the competition irrelevant

Focus on non-customers

Create and capture new demand

Break the value-cost tradeoff (Seek greater value to customers and low cost simultaneously)

Align the whole system of a firm's activities in pursuit of differentiation and low cost

*"There is no such thing as a permanently great company, nor a permanently great industry. But there are permanently great strategic moves"*

*One of the 40 most influential ideas in the history of the People's Republic of China (1949-2009)*

*One of the 40 most influential books in the three Decades of China's Reform and Opening to the outside world under the category of << Economics and Finance >>*

*The Belgian business journal TRENDS selected the book Blue Ocean Strategy as one of the 10 best ideas of the last decade. – January 2010.*

*Selected in 2007 as one of the thirty most influential ideas in the last 25 years in Taiwan.*

*Best Business/Economics idea in:*

*Canada, China, Germany, Iceland, Israel, Italy, Japan, Korea, Latin America, Malaysia, Poland, Scandinavia, Singapore, South Africa, Taiwan, UK, USA*

## Workshop Director

Javaid Ahmed is Sr. Fellow and Dept. Head of Marketing. He is a Certified Board Director, a Member of the Chartered Institute of Marketing (UK), Fellow of the Chartered Institute of Management (UK), Member of Mensa and a UK Chartered Engineer. He has an MBA with Distinction from Lancaster (empirical research awarded 1st prize by the British Institute of Management) and a BSc Eng (London). He brings over 28 years of a successful top management career with the multinational health care industry including over a decade in Switzerland, Malaysia and the Philippines. He is on the Jury of the EFP Prime Ministers' Corporate Award of Excellence and is a management research reviewer of the Academy of Management, USA. He is case-research active in corporate and market strategy and has supervised CBM's MPhil research. He has written two research based dissertations, published fifteen papers and articles and delivered thirteen selected professional presentations and workshops. Javaid says he is a facilitator, not a teacher nor an entertainer. A great believer in collaborative learning, his sessions engage participants in reflection and action leading to practical knowledge and skills.



# Registration Form

Programmes & Marketing Officer  
Management Association of Pakistan  
36-A/4, 2nd Floor, Chawla House  
Opp: Beach Luxury Hotel  
Karachi-74000

## “Blue Ocean Strategy”

to be held on Tuesday, January 31, 2012 from 9:00 a.m. to 5:00 p.m. (Full day programme)  
at Carlton Resort Hotel & Club DHA, Karachi

Name \_\_\_\_\_

Designation \_\_\_\_\_ Membership No. \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mobile \_\_\_\_\_ Email \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

### Mode of Payment

Cash/Cheque No. \_\_\_\_\_ Dated \_\_\_\_\_ Amount \_\_\_\_\_

### Nominating Authority

Signature \_\_\_\_\_

Name \_\_\_\_\_

Designation \_\_\_\_\_

Note: You can fax this registration form on Fax Nos. 35611980 & 35611683 or Email to: [salman.qurashi@mappk.org](mailto:salman.qurashi@mappk.org) / [mec@iobm.edu.pk](mailto:mec@iobm.edu.pk) / [mappk@cyber.net.pk](mailto:mappk@cyber.net.pk)