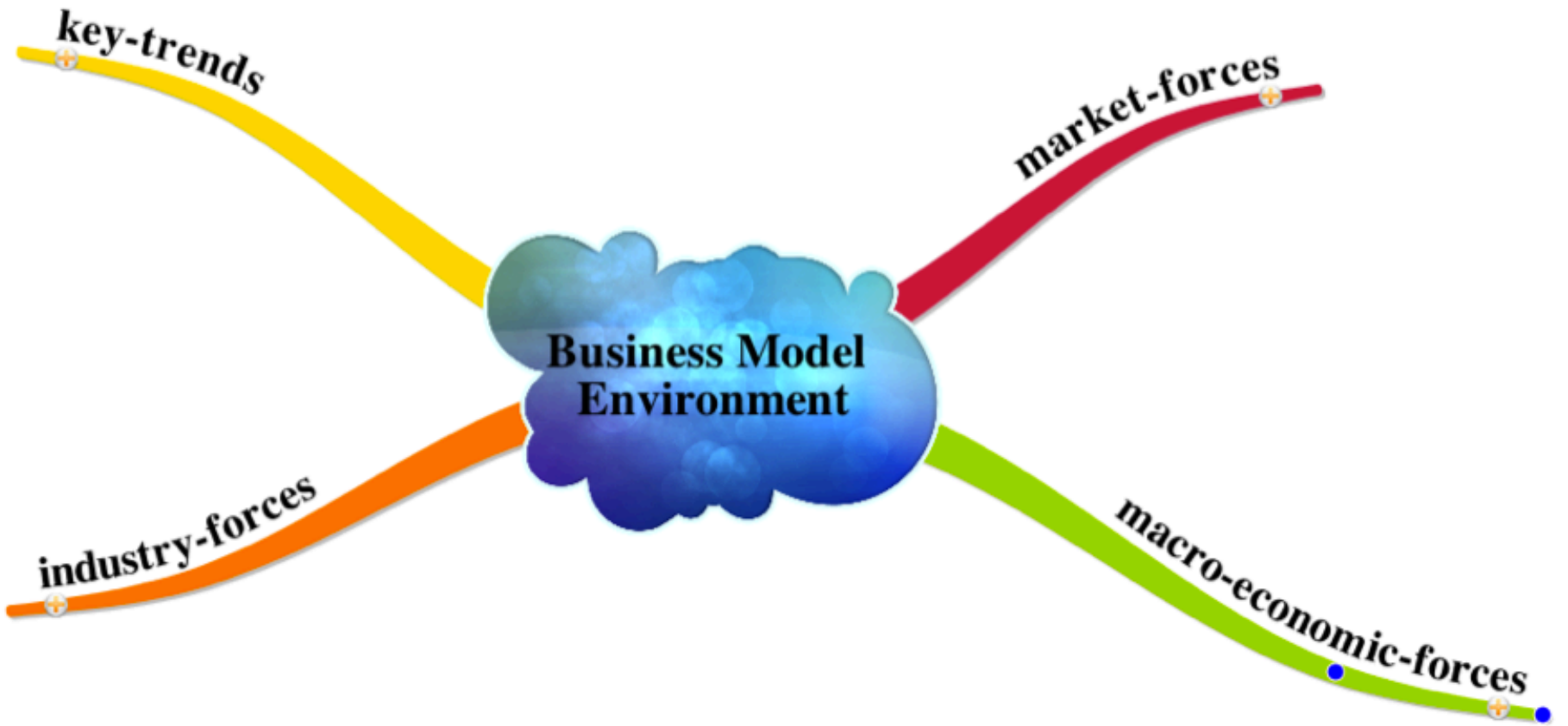


SWOT Analysis
Lateral Marketing
Blue Ocean Strategy

Janette Toral

<http://digitalfilipino.com>





market-forces

market

segments

attractiveness

new

spots

issues

impacts

customer

perspectives

needs

how-well

offer

demands

served

switching

costs

competitors

revenue

attractiveness

pricing

power

Business Model Environment

industry-forces

suppliers

stakeholder

competitors

substitute

and-other

influence

incumbents

insurgents

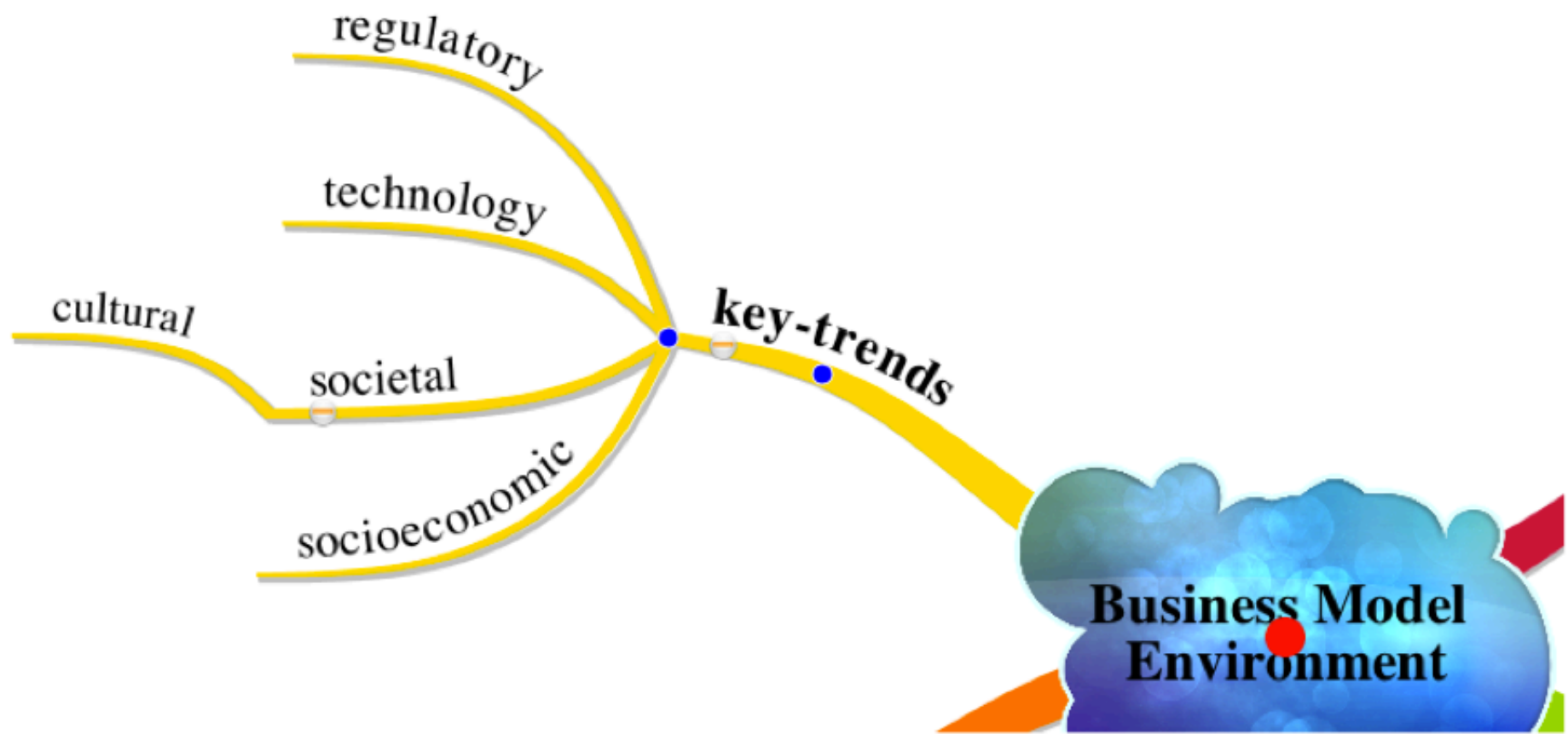
products

services

value-chain-actors

strengths

new



Business Model Environment

macro-economic-forces

economic

infrastructutre

commodities

and-other

resources

capital

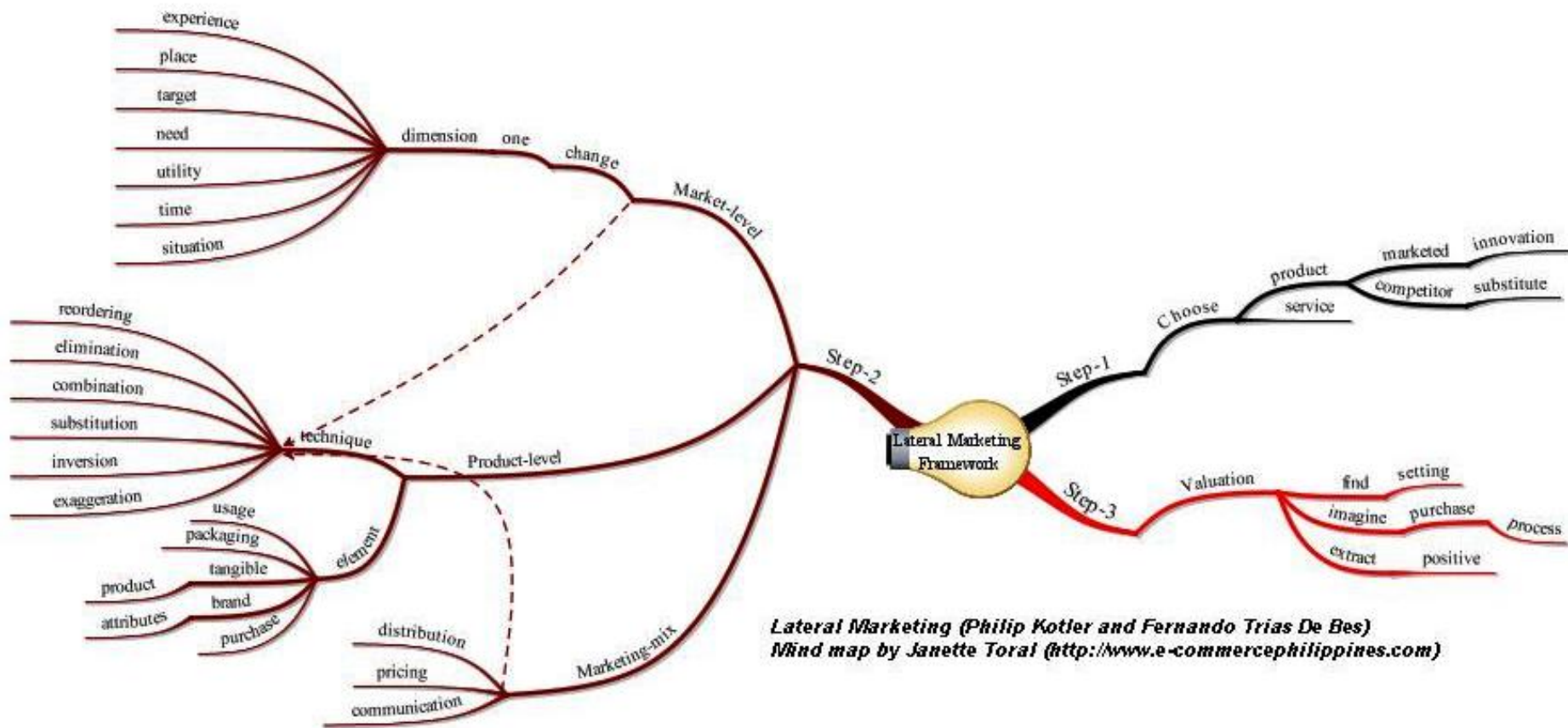
markets

global

market

conditions

Lateral Marketing and Blue Ocean Strategy



*Lateral Marketing (Philip Kotler and Fernando Trias De Bes)
Mind map by Janette Toral (<http://www.e-commercephilippines.com>)*

Blue Ocean Strategy

on competed long industry factors **Eliminate**

Raise factors above industry standards

standard industry below well factors **Reduce**

Create Factors industry never offered