

Blue Ocean Strategy

Chapter 1

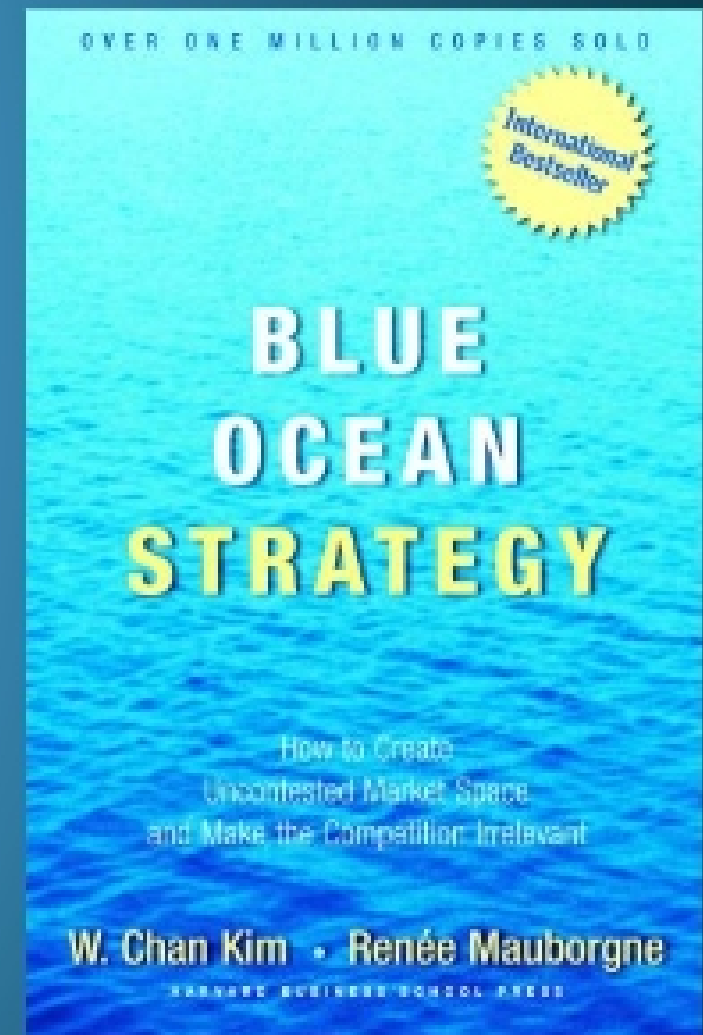
Group 3;

Mason Mitchell

Sarah Yelverton

Randy Greinert

Alec Cooper

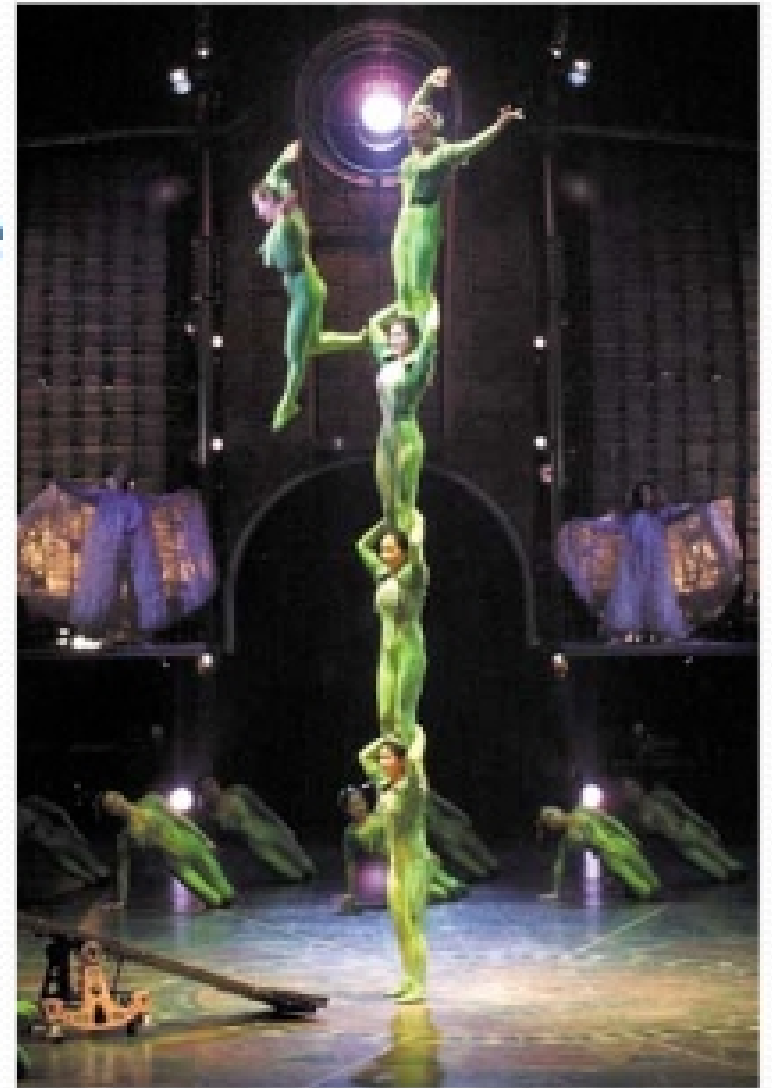


CIRQUE DU SOLEIL



Circus du Soleil's and the market place

- Offered the circus experience with the feel of theatre.
- “We Reinvent the Circus.”



“Competition”

- The only way to beat the competition is to stop *trying* to beat the competition.
- Cirque du Soleil created uncontested new market space that made the competition irrelevant.

- For Ringling Bros. and Barnum & Bailey

