

# Blue Ocean Strategy & Service

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Blue Ocean Strategy is a business framework for creating new, uncontested market spaces ("blue oceans") by simultaneously pursuing differentiation and low cost, making the competition irrelevant. In Hong Kong, this involves analyzing existing service markets to identify non-customers, then innovating to create new value and demand, as exemplified by Blue Ocean Strategy & Service Ltd, a local marketing firm that helps brands achieve this through services like SEO, digital marketing, and event planning. Website:  
<https://blueoceanss.com.hk/>

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