

21 Strategies to Think Big & Innovative | India Economic Conclave | Dr Vivek Bindra

"Blue Ocean=Innovation+Value Creation"

3 Steps-

1. Customer need is the food for your growth factory
2. Create a pipeline of positive ideas
3. Pilot experimentation & Validation

21 Strategies-

1. Intellectual property rights- Microsoft
2. Patent & Licence - Pharma Companies
3. Distribution Network- Oppo VIVO
4. Exclusive Rights- Flipkart
5. Proprietary Technology
6. Higher Capital Investment- JIO
7. Economies of scale - Big Bazar
8. Excellent Customer service- Dominos
9. Brand equity- M-Seal
10. Loyalty beyond logic- Apple
11. Ongoing Innovation - HUL
12. National Sentiments- Patanjali
13. Subscriber Base- India today
14. Product Differentiation- MI
15. Market Responsiveness- Google
16. Efficiency- mcdonald's
17. Trade Secret- Coca-cola
18. Contract- Airtel
19. Customer cost of convenience
20. Accreditation & Certification
21. Personality - Sanjeev Kapoor
22. Quality & Reliability