



Think Blue Ocean

By Tripat Mehrotra



Untapped
demand is out
there.
Your goal is to
find it.

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Competing but
not growing?

Time to Think
Blue Ocean



**“In Blue Ocean,
competition is irrelevant
because the rules of the
game are waiting to be set
by you”**

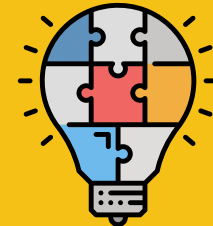


Whether you are in a resource crunch situation, or part of a shrinking profit pool, or struggling to retain your guests, or motivate your colleagues, or give ROI to your owners; Think Blue Ocean Programme will help you create new ideas and concepts that will benefit your operations

Learn how to create your Blue Ocean Team



Learn how to create recognition schemes and drive Think Blue Ocean Behaviors at the department level



Think Blue Ocean
Think differently, beyond traditional business boundaries.