

**УДК 378**  
**ББК 74.58**  
**S81**

**Редакционная коллегия**

*Шакирова С.М.* - к.ф.н., и. о. директора Управления по науке

*Сапаргалиев Д.Б.* – PhD, зам. директора Управления по науке

*Никифорова Н.В.* - д.э.н., профессор, декан послевузовского образования

Все статьи прошли проверку в системах Антиплагиат.ВУЗ - на русском языке, Turnitin.com - на английском языке, Advego Plagiatus v.1.2.093 – на казахском языке. Уникальность текстов не ниже 75%.

**i – START. Предпринимательство: энергия молодых.**

Материалы международной научно-практической конференции студентов и магистрантов 16-17 апреля 2015 г.- Алматы, Алматы Менеджмент Университет, 2015 – 320 с.

**ISBN: 978-601-7021-36-8**

**УДК 378**  
**ББК 74.58**  
**S81**

**ISBN: 978-601-7021-36-8**

**Sabirbayeva Badigulzhamal**

Management, 3d year

Scientific advisor:

**Davar Arash, senior professor**

Almaty

Management

University

## **BLUE OCEAN STRATEGY**

After the success of Steve Jobs and Apple all people dream of being creative. Everybody likes to create a product that will break the market and will make a millionaire, or even a billionaire. Or, at worst, allow to push competitors into the background at least. All books are trumpeting about the creativity and that it is necessary to go beyond the boundaries of the market... But what do we need to do to be a successful company with a completely new idea and not to fail?

First you need to know that the market is shared into the red oceans (competitive) and blue ones (new markets). In red oceans the most important is the ability to swim ahead of your competitors. Red oceans will never lose its value and will be the factor in business life. But when supply exceeds demand, the struggle for market share, though necessary but no longer sufficient to maintain steady growth. Companies should go beyond competition frames. To get new profits and opportunities for further development, they need to create blue oceans [1].

Blue ocean strategy proposes to abandon usual products and services, but instead of it offers to devote you to create a new, growing demand and avoid competition. In blue oceans you do not need to survive and wait until you will be crushed by the larger organization. Blue Ocean is a huge space of possibilities and world fame. The main thing is not to be afraid, take a chance and jump into the blue ocean.

The principle of Blue Ocean focuses on how to work with the innovation value, what characteristics in the value system of the consumer a product / service must have. And the most useful are ready algorithms to overcome the boundaries of the market and beyond existing demand in principle, and how not to fail a brilliant strategy by a mediocre performance. What is for our market perhaps even more important than for the Western. They've long ago learned to appreciate employees and involve them in solving the problem and not put them before the fact [2].

In order to fully reveal the idea and principle of this strategy we should focus on a few examples of Kazakh companies. Currently in Kazakhstan there are several companies, the only of its kind, having no competitors in the local market. These include:

Experimentarium is the store of design ideas / things and virtual platform for creative experimentation, conceptual projects, initiatives and start-ups launched by local designers and creative enthusiasts from Kazakhstan and Central Asia. The Experimentarium store was opened in the summer of 2014. The store features more than 60 designers and design organizations from Kazakhstan, Kyrgyzstan and Uzbekistan. Products are diverse: it can be a collection of 8 silver jewelry or huge furniture and interior objects. One of the main objectives of the Experimentarium project authors is to support Kazakhstan's industrial design and create a platform on which the buyer can meet and buy local design products. Shopkeepers take some works, because they monitor the quality and pricing. They collaborate with writers, artists, graphic designers; produce young designers, helping them to reach a new level of sales, income and creativity. They also have their own program - the Experimentarium Live. The idea was to provide an alternative leisure for creative activity people who tried to do something for the first time; no one knew what would be the outcome of each experiment [3].

Also, the «blue ocean» can be named the Nazarbayev University Research and Innovation System. It is a subsidiary of the Nazarbayev University, where scientists create innovations - from the determinant of HIV at an early stage and ending with cleaning facilities for lakes. The Science and GIS infrastructure will provide a comfortable environment for theoretical and experimental research and the provision of consulting, analytical and engineering services with the assistance of leading scientists, professionals, students, masters and doctoral students. In the CER will be held the following areas of research:

- Renewable energy
- Physics and high-energy technology
- Energy and its impact on the environment and climate
- An open platform for innovation
- Scientific infrastructure [4].

Another unique place is a cooking studio - school Compote, which refers to the network of restaurants «AB Restaurants», which has no analogues in the Kazakhstan market. «Compote» is not just a place where you can relax, eat or just have a good time; it is a culinary studio where people can prepare what they want. Every week various master classes are held there and recipes from all around the world are provided. Also, the organizers hold cooking classes with a chef, dinner and breakfast in the format of social cooking, tasting and gourmet lectures, cooking classes for children, foreigners, and private master classes as well as private culinary holidays or corporate events with culinary themes [5].

Of course, we cannot ignore a very interesting coffee shop on rails «Almaty TramCafe». This is one of the most romantic places where people can ride through the city, relax and enjoy a coffee and desserts. Route is tram tracks along the streets of Shevchenko - Kunaev-Makatayev-Baitursynov-Tole bi-Zharokov-Shevchenko. This is an unusual coffee shop on the rails which have long been loved by the residents of Almaty and unlikely such a romantic and pleasant atmosphere in this coffee shop will be able to leave anyone indifferent [6].

In conclusion, we can say that at the moment Kazakhstan market gradually begins to develop the blue ocean strategy. Every year there are new creative, interesting, bold ideas and start-ups. We can say with absolute certainty that in the future we will see a lot of projects that will interest consumers, and subsequently will not only be implemented but also will develop dynamically in our market.

#### References:

- 1 <http://www.blueoceanstrategy.com/overview/>
- 2 <https://hbr.org/2004/10/blue-ocean-strategy>
- 3 <http://experimentarium.org>
- 4 <http://nu.edu.kz>
- 5 <http://www.abr.kz/restaurants/compote>
- 6 <http://www.tramcafe.kz/>