



LG Electronics: The Blue Ocean Strategy

Structured Assignment Reference No. BOS0010A-2

This structured assignment was written by Pinal Shah and Vara Vasanthi under the direction of Amy Sonpal, IBSCDC.

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Related Products	Availability	Reference No.
Case Study	✓	INM0088A
Teaching Note	✓	INM0088A-1



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LG Electronics: The Blue Ocean Strategy

(ECCH Reference No. 307-039-1)

STRUCTURED ASSIGNMENT (SA)

SA has a set of logically sequenced questions based on a specific case study. These questions are meant to enhance the logical and analytical skills of the students. Students are advised to attempt a SA only after they have acquired a reasonable conceptual understanding as indicated below.

PREREQUISITE CONCEPTUAL UNDERSTANDING

- To understand the localisation strategies adopted by LG – Esfahani Elizabeth, “Thinking Locally, Succeeding Globally”, http://money.cnn.com/magazines/business2/business2_archive/2005/12/01/8364622/index.htm, December 1st 2005
- To understand the concept of Blue Ocean Strategy – Kim Chan W. and Mauborgne Renee, “Blue Ocean Strategy”, *Harvard Business Review*, October 2004 [Ref No. R0410D]
- To understand the limitations and sustainability of the Blue Ocean Strategy – Kim Chan W. and Mauborgne Renee, “Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant”, *Harvard Business School Press*, 2005
- To understand the strategies LG is trying to adopt to become a global electronics brand – Ihlwan Moon et al., “Korea’s LG: The Next Samsung?”, http://www.businessweek.com/technology/content/jan2005/tc20050113_3581_tc024.htm, January 13th 2005
- “Evolution of South Korean giants: Chaebols”, http://www.venturerepublic.com/resources/Evolution_of_South_Koreas_giants_Chaebols.asp

Structure of the Structured Assignment

Section	Title of the Section	Number of Questions
I	LG – The Emerging Global Brand	7
II	LG’s Blue Ocean Management Campaign	4
III	Sustainability of the Blue Ocean Strategy	3

INSTRUCTIONS TO THE STUDENTS

This assignment should accompany the case on *LG Electronics: The Blue Ocean Strategy* developed by IBSCDC.

- The learning from this SA can be enriching if it is attempted after having a prerequisite understanding of concepts outlined in the previous page
- Start working on this assignment after carefully going through the case and grasping the significant aspects of the case, including the ‘central dilemma’
- Refer to the case as often as needed, when you are working on this assignment. This is an “open book” assignment
- Write your answers in as much detail as possible. Do not write cryptic or too brief answers in telegraphic language
- Attempt to answer all questions in all sections
- For a few questions, there may neither be ‘one’ answer nor a ‘correct’ answer. Therefore, give your analysis and logic wherever required. Develop your answers in an integrated manner drawing from your complete understanding of the case
- Use extra sheets, if necessary
- The time limit for completing the assignment and the weightages assigned to each section in this SA for the purpose of grading will be announced by the instructor.

For Use by the Student

Name of the Student :
 Enrolment Number :
 Programme :
 Course :
 Name of the Instructor :
 To be Submitted on :
 Signature of the Student :
 Date :

For Use by the Instructor

Grade Awarded / Marks Awarded :
 Remarks :
 Signature :
 Date :

