



INTERNATIONAL VIRTUAL EXCHANGE LECTURE

Manajemen Kewirausahaan-UNPAD
Pharmacy Entrepreneurship-UniSZA



DR. MISKI AGHNA KHAIRINISA

*"Strategic Planning : Blue Ocean
Strategy & Case Study"*

17 November 2023 (Friday)

*"Starting a Pharmacy Business
in Malaysia and Indonesia"*

24 November 2023 (Friday)

13.30 PM-15.30 PM - Indonesia Time

14.30 PM-16.30 PM - Malaysian Time

Platform : Cisco Webex



MDM. ASLINDA BINTI JAMIL





ASLINDA JAMIL



Holis Abdul Holik

Mardhiah

Mardhiah

Nur Aqilah

Nur Aqilah



Miski Aghnia

NUR AINA

NUR AINA



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Mardhiah

🔴 Mardhiah

Alif Irfan

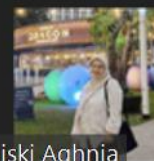
🔴 Alif Irfan

TAI SOO HAN

🔴 TAI SOO HAN

Nur Aqilah

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🔴 Miski Aghnia



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Participant_UniSZA_Le...



Alif Irfan



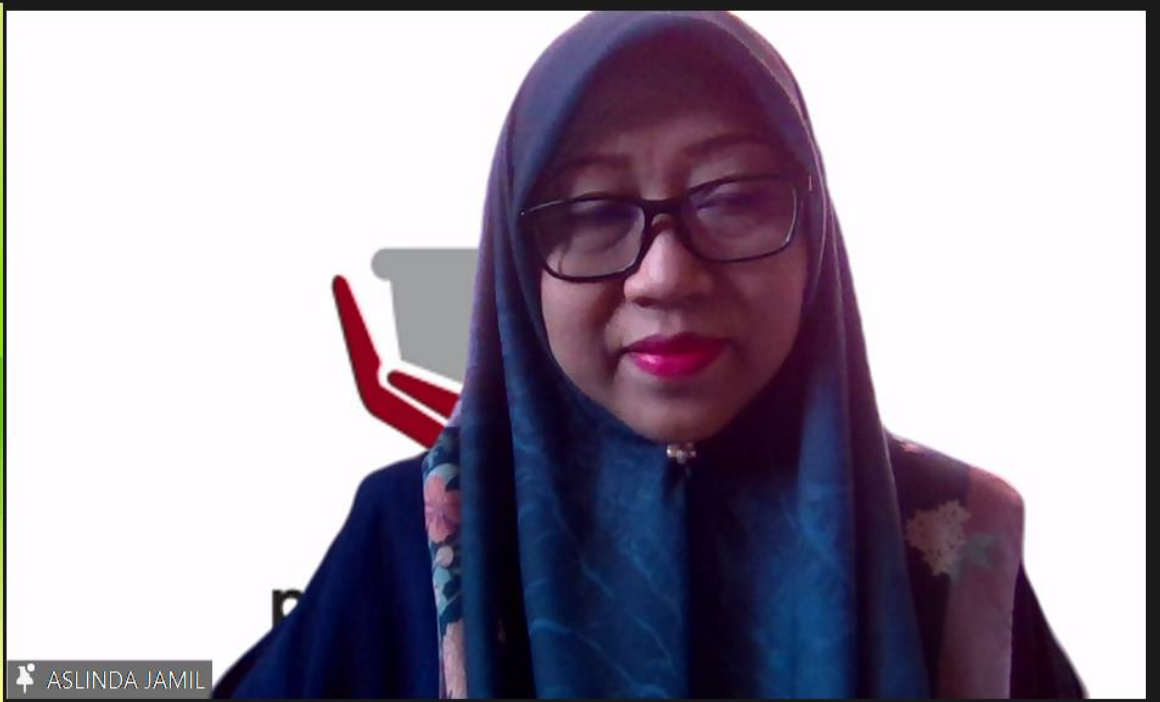
UniSZA Danish



TAI SOO HAN

UniSZA_Fathina...

UniSZA_Fathinah Insyi...



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You are viewing Miski Aghnia's screen

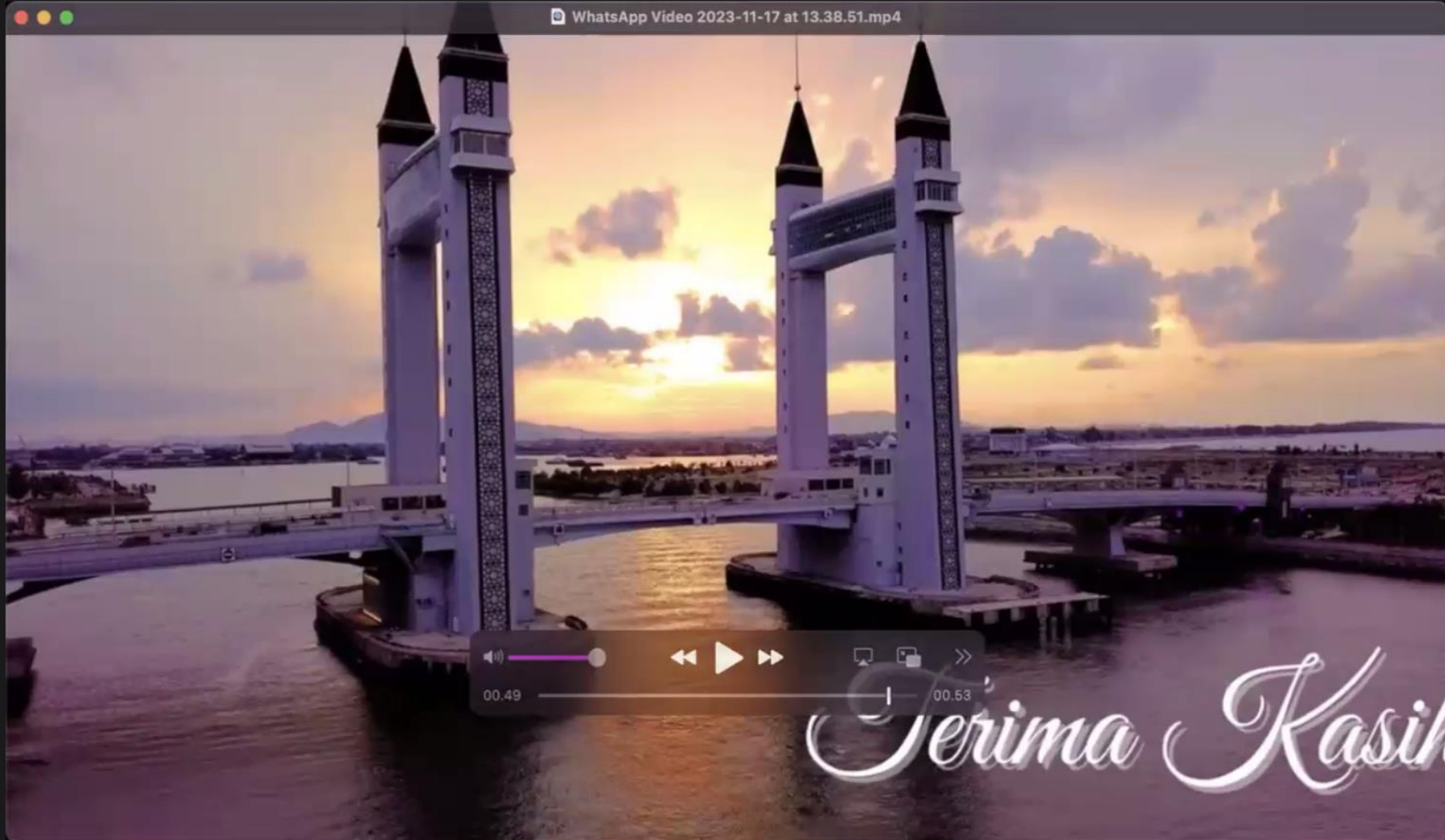
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WhatsApp Video 2023-11-17 at 13.38.51.mp4



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Security



41

Participants



Chat



Share Screen



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Breakout Rooms



Reactions



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Whiteboards



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Recording...

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02	Strategic plan
03	How to write strategic plan
04	Blue Ocean Strategy
05	The Four Action Framework
06	The Six Path Framework
07	Six Principle of Blue Ocean Strategy



Mardhiah

Nur Irdina

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Participant_Uni...

UniSZA_Fathina...



Mardhiah

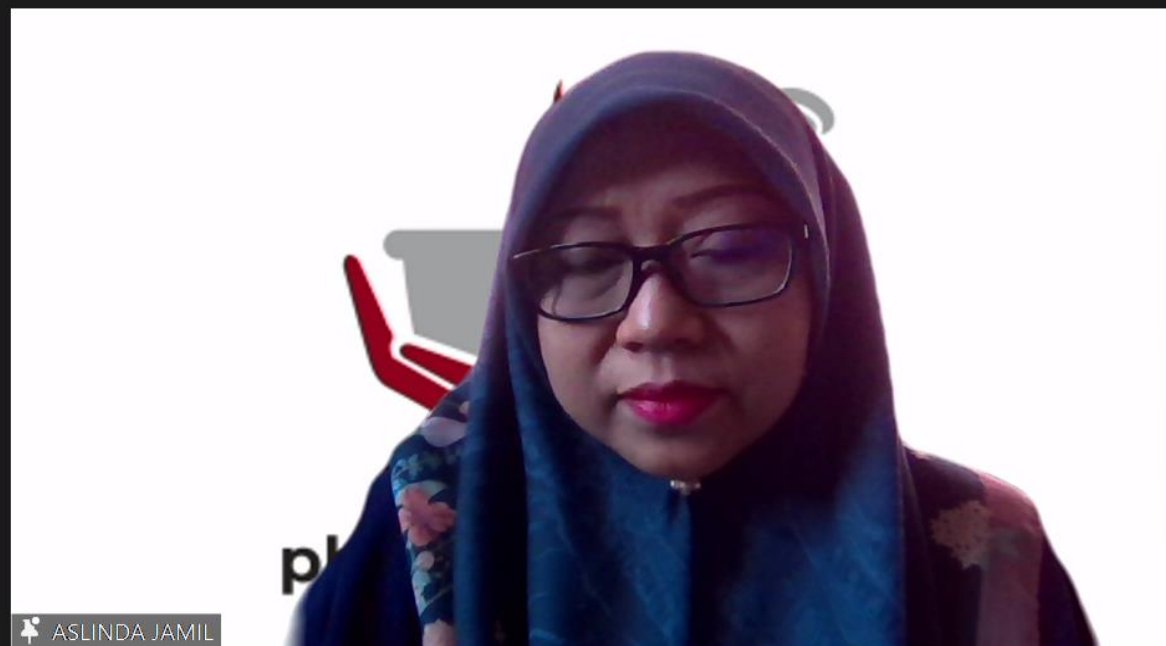
Nur Irdina

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Strategi Red Ocean:
1. keikutsertaan kita ke dalam pasar yang sudah terbentuk (existing market).
2. Terdapat banyak kompetitor, dengan pola dan regulasi pasar yang telah terbentuk
3. Pada umumnya, di jenis pasar ini, terdapat beberapa pemain besar yang sudah lama terjun di industri tersebut

RED OCEANS

BLUE OCEANS

mendedepankan pasar baru yang belum terbentuk (new market). Strategi ini memandang bahwa banyak potensi yang belum digali dari pasar yang akan dibentuk ke depannya

Red Ocean



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What is the role of Red and Blue Ocean Strategy in Business?

89 responses



60



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What is the role of Red and Blue Ocean Strategy in Business?

101 responses

Word cloud illustrating responses to the question: What is the role of Red and Blue Ocean Strategy in Business?

Key terms include:

- competition
- strategy
- innovation
- strength
- competitor
- creation
- opportunity
- chance
- development
- market space
- advantages
- balance
- market place
- competition style
- creativity
- initiator
- moneyyyyyyy
- market
- new market
- pesaing
- start
- pioneer
- playmaker
- saingan
- inovasi
- diversification
- newmarket
- effective
- perkembangan
- better strategy
- sun tzu
- needed
- opportunity
- oportunity



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What strategy do you think can be used to survive in red ocean situation?



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What strategy do you think can be used to survive in red ocean situation?



Meeting Chat

Participant_UniSZA_Le... to Everyone 2:59 PM

PL find new market

UNISZA - Noor Amira... to Everyone 3:57 PM

U- Peluang untuk memuaskan pelanggan dan dapatkan duit

😄 2

New messages

Participant_UniSZA_Le... to Everyone 4:02 PM

PL branding make us outstanding from the other competitors

💬 😊 ...

👤 Who can see your messages? Recording On

To: Participant_UniSZA_Lee Le... (Direct Message)

Type message here...

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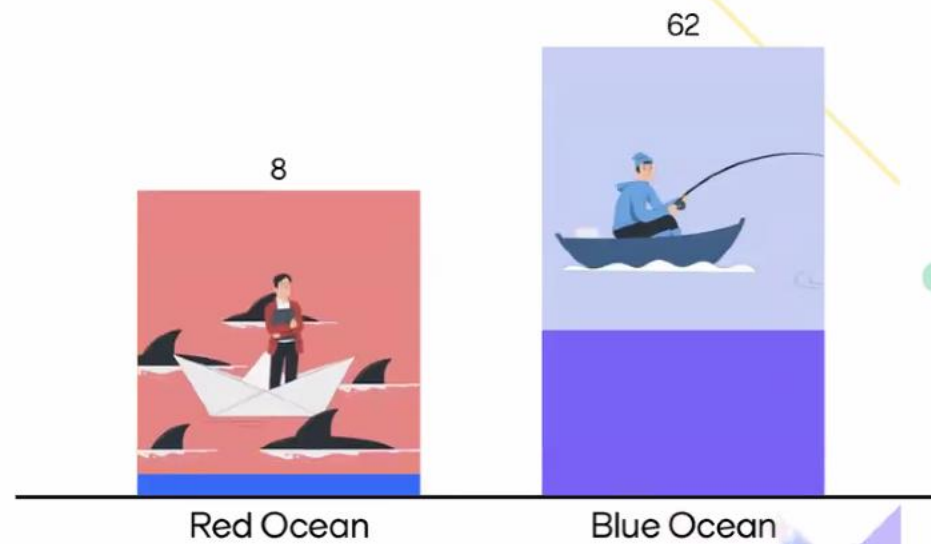
210 responses



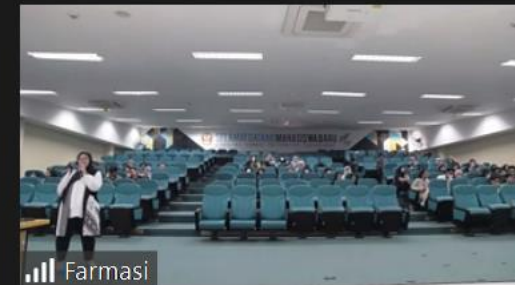
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What strategy does Netflix use ?



Press ENTER to show correct answer





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Nur Irdina

🔇 Nur Irdina

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🔇 TAI SOO HAN

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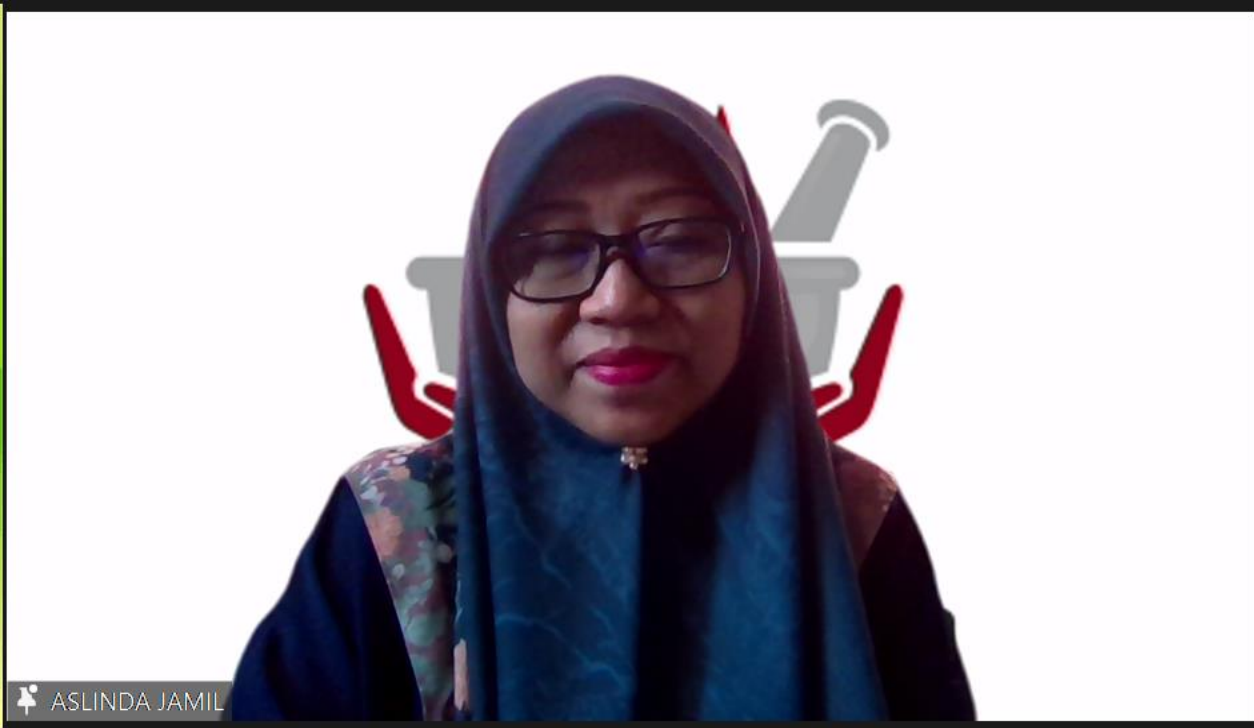
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UniSZA_Fathina...

🔇 UniSZA_Fathinah Insi...



👤 Farmasi



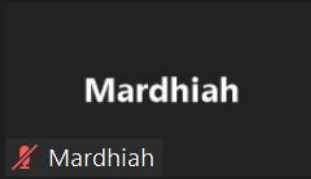
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Nur Irdina



Mardhiah



NUR AINA



Participant_UniSZA_Le...



NUR FARAH IZZATI BI...



Farmasi

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