



GRANDTAG IS DEDICATED TO BUILDING BLUE OCEAN MARKETS



In a free market economy that we live, competition within industry for market share is a way of life that most companies can never avoid but have to live with. Whether we like it or not, a company's staying power in business is determined by prevailing over rivals, and by finding innovative ways to gain a competitive advantage in the business it belongs. Looking around today's overcrowded industries, we could hardly find a market that is left without business competition abounding. Yet, competition very often leads to wars on pricing, and results in a bloody red ocean of rivals fighting over a shrinking profit pool. At the end of the day, competition takes a heavy toll on the earnings of a company, hindering its growth in the future. But how could we manage to free ourselves from the deadlock of competition and its dreadful consequences? Most would say it is extremely difficult, if not impossible, but Grandtag Financial Group CEO, Jameson Leung, has found his answer in "Blue Ocean Strategy", which is an unorthodox approach to tackling the issue of competition by means of creating "blue oceans" of uncontested market space, instead of battling competitors in direct confrontation.

In a sense, Blue Ocean Strategy is about ways of seeking new business frontiers, and tapping into untapped market potential; thus the strategy enables a company to generate new sources of revenue, while unlocking new demand and making the competition irrelevant.

Applying the Blue Ocean Strategy to make a company grow

In the course of discussions on Blue Ocean strategic moves, Jameson offered a fable to make his point: once upon a time, no one in the country called Shoeless was wearing shoes; at the same time, most businessmen thought that no such a market for shoes did exist in the country. Nonetheless, a businessman came forward and started selling shoes in the then Shoeless community; he had had a difficult start with his fledgling shoe business; eventually, the benefits of wearing shoes to protect one's soles of feet from getting scarred and hurt are taking hold across all walks of life, and a shoes wearing culture began taking shape in the country of Shoeless; the businessman struck it rich - very rich indeed - with his unheard of and unrivaled shoes selling business. Since there were no other shoes retailers to compete with him, he enjoyed a hugely gainful monopoly that he created for himself. All along, Grandtag has been pursuing

the similar "Blue Ocean Strategy" as that adopted by the Shoeless' shoes merchant in terms of market exploration in order to grow the company.

A more integrated ASEAN Economic Community ahead

Originally built as a political alliance, ASEAN has gradually evolved into becoming a regional diplomatic and economic power bloc, which manages the political and economic affairs between member countries internally, and projects its collective political will and strength in one voice to the outside world. Increasing its sphere of influence further, ASEAN has since taken in Vietnam, Cambodia and Laos during recent years as new members, and helped them open to a market economy with expanded trade relationships among member countries. As a result, ASEAN has emerged stronger and more conspicuous on the global stage, both politically and economically. Packing more power into the association, the ASEAN has embarked on undertaking a process of further economic cooperation and integration to make it become a real economic community, starting from the year-end of 2015.

The implications of ASEAN economic developments

ASEAN residents by and large stand to benefit from what has been taking place inside the bloc thanks to its expanded economic freedoms. The lowering of trade restrictions between member countries makes goods and services used to be provided by a member country becoming readily accessible to the citizens of the rest of member countries; besides, these goods and services are obtainable at a cheaper price as a consequence of the elimination of customs duties between member countries.

The establishment of ASEAN Economic Community (AEC) is expected to benefit Grandtag Financial Group as well, and in a good measure. It is because the company has a full-fledged financial service branch in Singapore, from where the company can now easily provide its service to other ASEAN member countries. On this score, the company is proud of having its Singapore subsidiary duly set in place as few other Independent Financial Advisory firms are similarly licensed to carry out highly regulated financial activities in Asia's two major financial centers, Hong Kong and Singapore respectively; what's more, the formation of AEC has virtually vested the company and subsidiary with additional power to enable them to more freely flex their muscle.