

Global Access Program

Professor Vipin Gupta

Overview of the Jack H. Brown Academic Model

An Innovation at the Center for Global Management

Contact: vipin.gupta@csusb.edu

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Typical Strategy of Firms and the Sub-Saharan African challenge

Step 1. Identify strengths
(capabilities)

Step 2. Identify opportunities
(blue ocean)

Step 3. Be alert to emerging threats
(manage risks)

Step 4. Know core capabilities will become weakness
(divest or liquidate)

ELEVATE strengths

CREATE global value chain

REDUCE focus to core capabilities - automate for agile responsiveness

ELIMINATE flexibility – develop core rigidity

Invest in Material Trading by Manpower

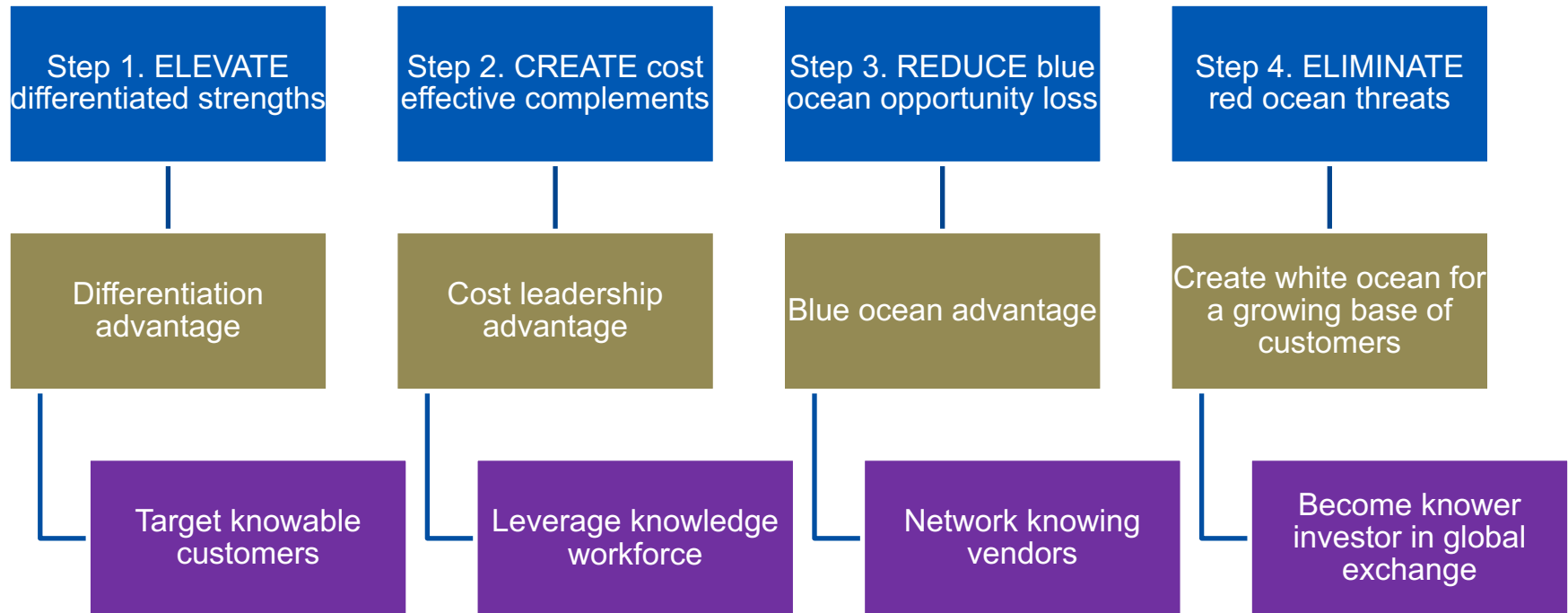
Invest in Manufacturing Methods

Invest in Machinery

Invest in Marketing



Alternative Export Strategy Model and the Sub-Saharan African advantage



Example. Power generating unit

Step 1. ELEVATE differentiated strengths

- Target knowable customers
- Design a 1 MW power generating unit that works with diverse eco-materials customers have access to (e.g. oil, gas, biofuel, waste, solar, wind, hydro)

Step 2. CREATE cost effective complements

- Leverage knowledge workforce
- Offer turnkey installation service for multi unit plants

Step 3. REDUCE blue ocean opportunity loss

- Network knowing vendors
- Give oil, gas, biofuel, waste, solar, wind, and hydro vendors opportunity to market our product and service as a holistic solution

Step 4. Create white ocean strategy

- Become knower investor in global exchange
- Our unit + Who services upscale residential neighborhoods
- Our unit + Who services export and foreign direct investment parks
- Our unit + Who services tourist and recreation market
- Our unit + Who services single unit service contracts

