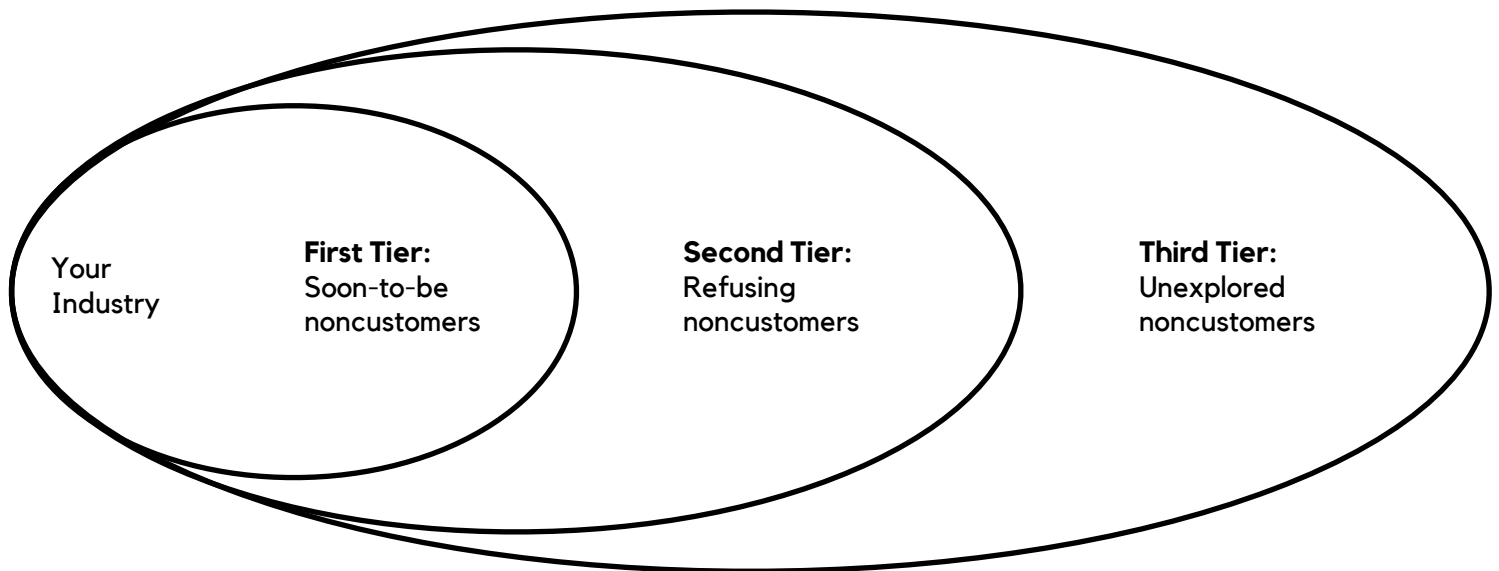


Three Tiers of Noncustomers



First-Tier Noncustomers

"These buyers patronize your industry not because they want to, but because they have to. They use current market offerings minimally, to get by, as they search for or simply wait for something better." - from *Blue Ocean Strategy*, page 169-170.

Which types of current customers would leave if a better solution came up?

Second-Tier Noncustomers

These are "people or organizations that have consciously thought about using your industry's offerings, but then rejected it, either because another industry's offering better meets their needs or because yours is beyond their means." - from *Blue Ocean Strategy*, page 170.

Which types of noncustomers have considered and then rejected your industry's offerings?

Third-Tier Noncustomers

"Commonly, these unexplored noncustomers have never been thought of as potential customers, nor targeted by any of the industry's players, because their needs and the business opportunities associated with them have always been assumed to belong to other industries." - from *Blue Ocean Strategy*, page 171.

Which types of noncustomers could benefit from your industry, but have never considered it an option?