

# **A Proposed Growth Business Strategy through New Value Creation at Education Consultant Service**

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## **ABSTRACT**

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Education is a process of adding new values in self and human life. Education becomes one of the most important elements to develop society and make people understand the value, have value, and deliver the value for the others. People realize that getting a good education is the most important thing before starting a job or career. The forecast demand for educational service triggered business in education was getting more attractive and people have started to run the business in the same industry which relatively same business process and it causes red-ocean. In case, the new education company tried to enter the market full of uncertainty. The research problem is how the company created a new value proposition beyond competition through the blue ocean strategy for grew the business up.

**Keywords:** new value creation, blue ocean strategy, business strategy