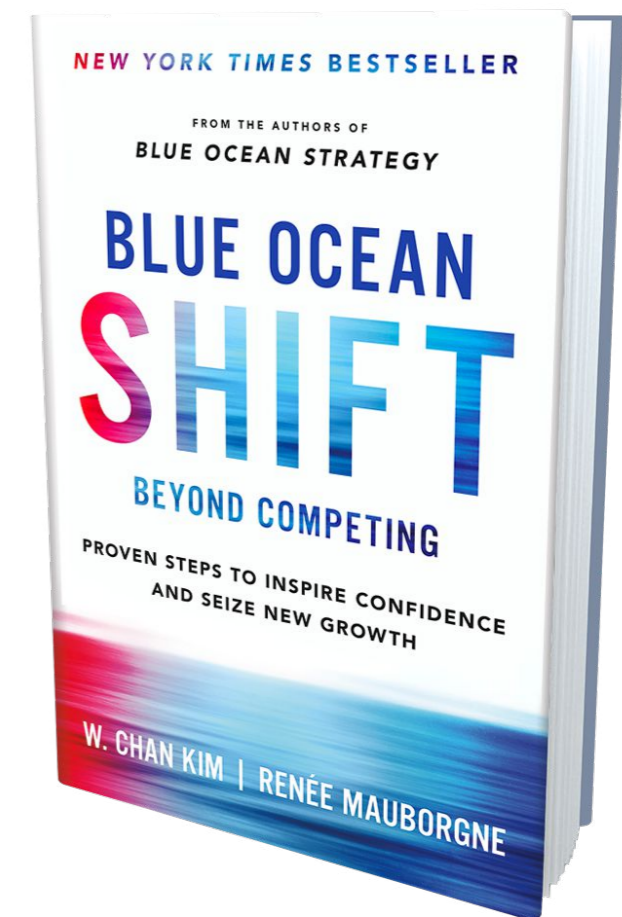


Identifying the Three Tiers of Noncustomers in Your Industry

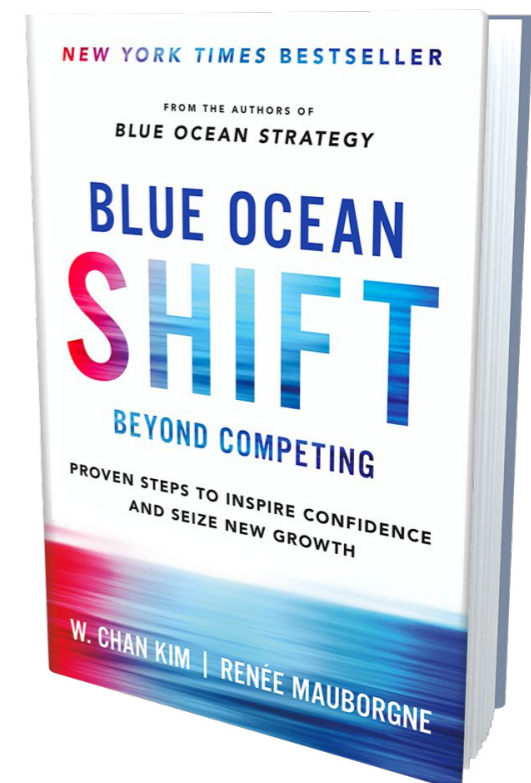
Exercise Template



Overview:

Identifying the Three Tiers of Noncustomers in Your Industry

- [BLUE OCEAN SHIFT](#) outlines the process of how to identify the three tiers of noncustomers in your industry and the definitions of each tier
- [BLUE OCEAN SHIFT](#) presents examples of the three tiers of noncustomers in several industries for your reference
- To aid you in completing this step and all the other steps in [BLUE OCEAN SHIFT](#) we strongly recommend using the [online BLUE OCEAN STUDIO](#).



First-Tier Noncustomers

Who sits on the edge of your industry and uses its offering reluctantly and/or minimally?

Rough size of first-tier:

Second-Tier Noncustomers

Who considers your industry and then consciously dismisses it, satisfying their needs through another industry's offering or not at all?

Rough size of second-tier:

Third-Tier Noncustomers

Who could strongly benefit from the utility your industry offers but doesn't even consider it, because the way it is currently being delivered makes the industry seem irrelevant to them or out of their financial reach?

Rough size of third-tier:

Key Insights

