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## A Study On Blue Ocean Strategy In Achieving Competitive Advantage Of An L&T CONSTRUCTION

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### ABSTRACT:

This study explores the potential of Blue Ocean Strategy (BOS) for achieving sustained competitive advantage in Larsen & Toubro (L&T) Constructions, one of India's leading engineering and construction conglomerates. In an industry characterized by intense competition, cost pressures, and commoditization, BOS offers a framework for value innovation—creating uncontested market space and making the competition between HCC and IRCON. This research analyses L&T's current strategic position and identifies opportunities to shift from competing in saturated "red oceans" to unlocking new demand through differentiation and low cost. Using a qualitative approach supported by case analysis, industry reports, and strategic tools such as the Strategy Canvas and Four Actions Framework and ERRC Grid the paper highlights key areas where L&T can innovate in project delivery, sustainability, digital transformation, and client engagement. The study concludes that embracing BOS can enable L&T Constructions to break away from traditional industry constraints and establish leadership in emerging blue ocean markets, thus ensuring long-term growth and profitability.

Key words: Blue Ocean strategy, competitive advantage, uncontested market, long term growth, profitability

### 1.INTRODUCTION

Over the past few decades, companies in this space have primarily operated within highly competitive markets, which has often resulted in what is known as a "Red Ocean" environment. In such competitive markets, firms tend to battle over existing demand, with little room for differentiation. This leads to a crowded marketplace where price wars, diminishing margins, and competition-driven innovations become the focal points of success. While such strategies may generate short-term profits, they do little to secure long-term sustainable growth, leaving companies exposed to competitive risks.

Against this backdrop, Larsen & Toubro (L&T) Construction, a key division of L&T Limited, has risen as one of India's largest and most well-established construction and infrastructure development firms. Founded in 1938, L&T has grown into a multinational conglomerate, recognized for its robust portfolio of complex infrastructure projects across sectors such as transportation, power, water, and urban development. Despite its significant market presence, L&T Construction, like many others in the industry, faces numerous challenges that threaten its competitive advantage. These include rising raw material costs, regulatory changes, shifting

customer preferences, and increasing competition from both domestic and international players. This research paper aims to explore how L&T Construction can leverage the Blue Ocean Strategy to carve out new markets and gain a competitive edge in the construction industry. The focus will be on identifying key areas where L&T can apply the principles of Blue Ocean Strategy, such as value innovation, differentiation, and low-cost leadership. Additionally, the study will assess the potential challenges and risks associated with adopting this strategy in the context of the construction industry and the Indian market.

The primary objective of this study is to evaluate the feasibility and effectiveness of the Blue Ocean Strategy in helping L&T Construction achieve long-term growth and sustain competitive advantage. By analysing L&T's current market positioning, examining industry trends, and reviewing relevant case studies of Blue Ocean Strategy applications, this paper will provide valuable insights into how the company can navigate through the complexities of the construction sector while exploring new avenues for success.

The construction industry, particularly in emerging markets like India, is undergoing a transformation driven by rapid urbanization, technological advancements, and infrastructure development. As a result, companies must adapt to these changes by thinking beyond traditional methods of competition. The Blue Ocean Strategy offers a framework for companies like L&T Construction to unlock new avenues of growth by focusing on untapped markets and innovation.

## 2. OBJECTIVES OF THE STUDY

1. To analyse how Blue Ocean Strategy (BOS) can achieve competitive advantage in Larsen & Toubro (L&T) constructions.
2. To access strategy canvas
3. To analyse ERRC Grid
4. To evaluate sixfold path

## 3.SCOPE OF THE STUDY

This study focuses on exploring the application of the Blue Ocean Strategy (BOS) in achieving a competitive advantage for L&T Construction within the context of the Indian construction industry. The research aims to identify opportunities where L&T can move away from traditional competition-based approaches and tap into new, uncontested market spaces by leveraging innovation, differentiation, and cost leadership. The scope of this study includes an analysis of L&T Construction's current market positioning, its strategies, and the challenges it faces in the competitive landscape of the construction sector.

## 4.REVIEW OF LITERATURE

**“Impact of the Blue Ocean Strategy Dimensions in Achieving Competitive Advantage from the Perspective of Faculty Members” by Ahmad Yacoub Naseeruddin. (2025)**

This study aims to investigate the impact of the Blue Ocean Strategy (BOS) dimensions in achieving a competitive advantage at Middle East University (MEU) - Jordan using a case study method with a simple random sample of (93) faculty members. The research employed a questionnaire as the main instrument to collect data and information. The findings of the study suggest that the dimensions of the Blue Ocean Strategy and competitive advantage were extensively used at MEU. Moreover, a positive correlation was observed between the dimensions of the Blue Ocean Strategy and competitive advantage. The research also confirmed that there is a significant impact from the Blue Ocean Strategy dimensions on achieving competitive advantage.

**” The Impact of Blue Ocean Strategy on the Competitive Advantage of Insurance Companies” by Hajieh Rajabi Farjad, Sedigheh Tootian Isfahani, Mohsen Sabet (2024)**

The blue ocean strategy, as a competitive source, can identify the potential of the companies and win them in the competition. Therefore, this study evaluates the relationship between using the blue ocean strategy and gaining competitive advantage. The research is a descriptive study using a questionnaire survey. Data was

analyzed using structure equation modeling and the path analysis to examine the research hypotheses using SPSS and PLS software. The results indicate that all research hypotheses were confirmed and the removal strategy of the blue ocean has first rank and the greatest impact on the competitive advantage of the Novin insurance company.

## 5. RESEARCH METHODOLOGY

The study will use a Purposive Sampling technique for selecting the companies (L&T, HCC, IRCON) and the secondary data sources. Data were collected from official company websites, industry reports, business journals, and credible online databases relevant to the application of Blue Ocean Strategy in the construction sector.

### RESEARCH TOOLS:

Research tools are resources or instruments that help researchers collect, analyze, and interpret data. Research tools help streamline the research process, improve accuracy, and enhance the overall quality of research outcomes. There are various types of tools, and some used in this research are as follows:

#### 1. Blue ocean strategy framework

- Strategy canvas
- ERRC Grid
- Six Path Frameworks

## 6. DATA ANALYSIS AND INTERPRETATION

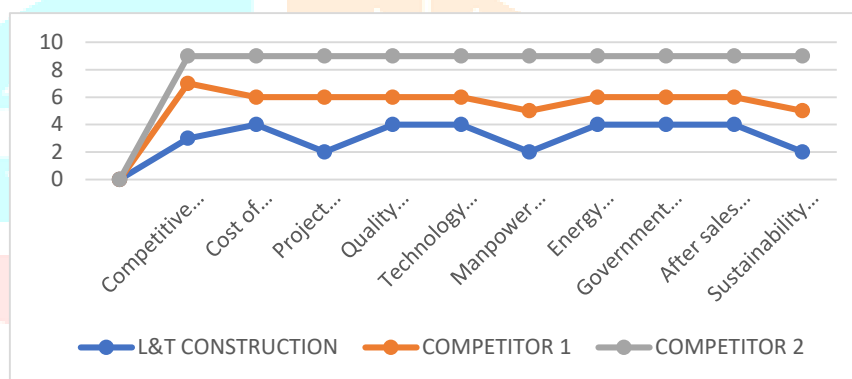
### First Phase of AWAKENING: CANVAS STRATEGY

To create the Strategy Canvas graphic for this study, it was necessary to identify the key factors that are valued and invested in by major construction industry players, specifically within the large infrastructure and metro projects segment (horizontal axis), along with the performance levels of L&T Construction's closest competitors on each factor (vertical axis). In this research, two main competitors — Hindustan Construction Company (HCC) and IRCON International Ltd — were selected as L&T's closest industry rivals. The comparison highlights how each company performs across important customer needs such as competitive pricing, construction costs, project delivery time, quality standards, technological capabilities, manpower strength, energy-efficient designs, regulatory compliance, after-sales support, and sustainability practices. This strategy canvas helps visualize the different strategic profiles and competitive advantages among these companies.

FIGURE 6.1

Customer needs	L&T CONSTRUCTION	COMPETITOR 1	COMPETITOR 2
		Hindustan Construction Company (HCC)	IRCON International Ltd
Competitive Pricing	3	4	2
Cost of construction	4	2	3
Project delivery time	2	4	3
Quality standard	4	2	3
Technology capability	4	2	3
Manpower strength	2	3	4
Energy efficient design	4	2	3
Government & regulatory compliance	4	2	3
After sales support	4	2	3
Sustainability practices	2	3	4

FIGURE 6.2



#### INTERPRETATION:

From the Strategy Canvas graphic above, it can be seen that L&T Construction is superior to its two closest competitors in terms of cost of construction, quality standards, technology capability, energy-efficient designs, regulatory compliance, and after-sales support. These strengths should be maintained and further reinforced. However, the graphic also shows that L&T is relatively weaker compared to competitors when it comes to competitive pricing, project delivery time, manpower strength, and sustainability practices. These are areas where L&T should focus on making improvements. The Strategy Canvas provides a clear and simple snapshot of the current competitive landscape, highlighting both the advantages and disadvantages of L&T compared to HCC and IRCON. It also shows opportunities for L&T to either enhance existing factors (Raise) where competitors are performing better, or create new value factors that have not yet been introduced in the industry. These strategic directions will be further explored in the next phase of the study.

#### Second Phase of EXPLORATION: ERRC

ERRC Grid for L&T Construction: Strategic Differentiation Using Blue Ocean Strategy

Based on the comparative evaluation of customer needs across L&T Construction, Hindustan Construction Company (HCC), and IRCON International Ltd, an ERRC (Eliminate–Reduce–Raise–Create) Grid has been developed. The scores (ranging from 2–4) reflect customer perceptions, where 4 = Very satisfied, 3 = satisfied, and 2 = dissatisfied, 1=very dissatisfied.

## 1. Eliminate

No customer needs have been identified as redundant or irrelevant. All parameters listed are valued by stakeholders in the infrastructure and construction sector. Hence, no elements are recommended for elimination.

## 2. Reduce

**Overemphasis on Cost Reduction:** While L&T scores high in cost efficiency, further cost-cutting may undermine quality and innovation. It is recommended that L&T reduce the focus on aggressive cost reduction and instead reallocate resources toward technological advancements and skilled manpower.

## 3. Raise

**After-Sales Support:** L&T leads significantly in this area. Enhancing post-construction services can help solidify long-term client relationships and establish trust in public-private partnerships.

**Technology Capability:** Already a core strength, further investment in digital construction tools (e.g., BIM, AI-driven project analytics) will allow L&T to stay ahead of global trends.

**Energy-Efficient Design:** L&T demonstrates superior performance here. Raising this further can help differentiate its offerings as climate-conscious and future-ready.

**Government & Regulatory Compliance:** Given the complex regulatory landscape in India, L&T's proficiency here should be amplified and used as a competitive advantage in bidding for public projects.

## 4. Create

**Sustainability Practices:** L&T scores relatively low in this domain compared to IRCON. The company should create dedicated green construction models, such as carbon-neutral sites, zero-waste practices, and LEED certification protocols to cater to environmentally conscious clients.

**Digital Acceleration for Faster Project Delivery:** With relatively poor performance in project delivery time, L&T should invest in modular construction, digital twins, and real-time supply chain integration to reduce lead times and delays.

**Skilled Manpower Development:** L&T should create talent development programs that include certifications, internal training platforms, and AI-powered labour planning tools to address manpower limitations and increase project execution speed.

FIGURE 6.3

ELIMINATE	RAISE
No elements are recommended for elimination.	<ul style="list-style-type: none"> <li>❖ After-Sales Support</li> <li>❖ Technology Capability</li> <li>❖ Energy-Efficient Design</li> <li>❖ Government &amp; Regulatory Compliance</li> </ul>
REDUCE	CREATE
<ul style="list-style-type: none"> <li>❖ Overemphasis on Cost Reduction</li> </ul>	<ul style="list-style-type: none"> <li>❖ Sustainability Practices</li> <li>❖ Digital Acceleration for Faster Project Delivery</li> <li>❖ Skilled Manpower Development</li> </ul>



### Third Phase EXPLORATION: Six Paths Framework

#### Path 1: Explore Alternative Industries

Currently, L&T is strong in traditional construction and engineering. To create new opportunities, L&T should expand into green energy projects, hydrogen plants, and smart city development. These industries are growing fast due to government focus on sustainability. By entering these new sectors, L&T can offer solutions that are eco-friendly, future-ready, and high-quality — giving it an advantage over competitors who still focus only on traditional construction.

FIGURE 6.4



#### Path 2: Explore Complementary Services

L&T should not just build projects, but also offer smart digital services that complement their construction work. This can include real-time monitoring systems, digital maintenance contracts, and AI-based quality inspections. These services will make clients' lives easier and extend L&T's relationship with clients beyond project completion. It adds value and creates a new income stream for L&T, making them a one-stop provider.

FIGURE 6.5



### Path 3: Rethink Emotional Appeal to Customers

Today's clients and governments care not just about cost and speed, but also about sustainability, safety, and national development. L&T can emotionally connect by branding itself as the "Sustainable Nation Builder" — a company that builds safe, green, future-ready infrastructure that makes India proud. This emotional appeal will create loyalty, attract top government projects, and improve public image.

FIGURE 6.6

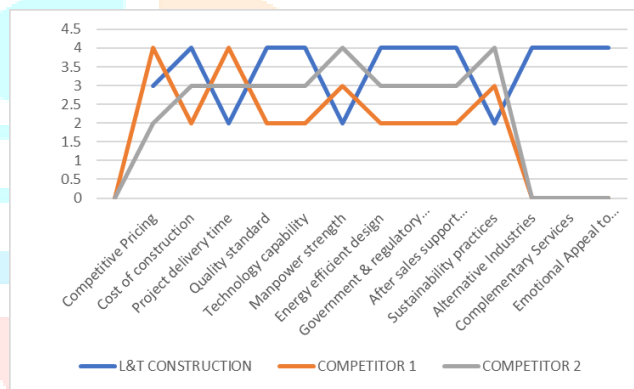
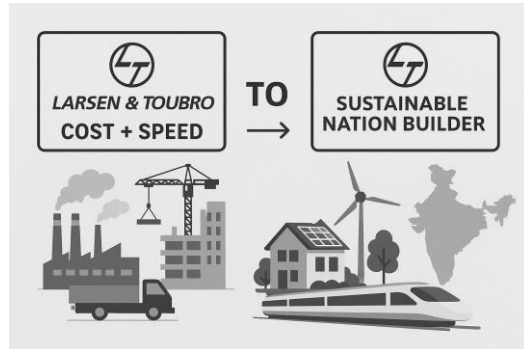


FIGURE 6.8 New Strategy Canvas L&T CONSTRUCTION

## 7.SUGGESTIONS

- ❖ L&T is already strong in technology, but there's room for more. By investing in advanced technologies like AI, IoT, and BIM, L&T could streamline project management, reduce costs, and speed up construction timelines. Tools like digital twins for real-time monitoring would help optimize projects even further.
- ❖ L&T is strong in quality and compliance, it's crucial to focus on customer service and quick response times. By implementing a solid CRM system, L&T can keep clients happy, anticipate their needs, and personalize services. A strong online presence and more customer training will also help enhance the experience.
- ❖ L&T can become a multimodal transport provider by combining rail and road services. This would make it a one-stop solution for clients, providing even more value. They could also add warehousing and logistics management services, making their offerings even more comprehensive.
- ❖ As sustainability becomes more important, L&T could take the lead by offering green building solutions like solar panels, energy-efficient materials, and water-saving designs. Getting green certifications (e.g., LEED) would appeal to environmentally conscious clients and set L&T apart in the industry.
- ❖ To expand its reach and capabilities, L&T should look into strategic alliances with international firms or tech companies. These partnerships could open doors to new technologies and markets, helping L&T stay competitive globally.

- ❖ The strength of L&T lies in its people, so training and employee development are key. Offering programs to upskill workers in emerging areas like sustainable construction and digital tools will help keep L&T's workforce top-notch, ensuring the company is always ahead in innovation.
- ❖ Using Just-in-Time (JIT) systems and continuous improvement practices (Kaizen) will help streamline operations and keep projects on track

L&T Construction is in a strong position, but with the right moves, it can take its game to the next level. By embracing technology, improving customer service, expanding its service range, focusing on sustainability, and positioning itself as a leader in the market, L&T can build long-term success. These strategies will help the company stand out, create new value for its clients, and continue to lead in the ever-evolving construction industry.

## 8. CONCLUSION

In the construction industry, gaining a sustainable competitive advantage is challenging. Instead of focusing on beating competitors, BOS encourages companies to create new market spaces where there is less competition, which makes competing irrelevant. What makes BOS easier to apply is that it involves a series of small, actionable steps across the company, guided by the ERRC matrix (Eliminate, Reduce, Raise, Create). These steps are more manageable and achievable, and the value innovation created through this process has a lasting impact, helping the company move into a Blue Ocean where competition is minimal. The application of Blue Ocean Strategy (BOS) offers L&T Construction a strategic advantage by allowing it to move away from direct competition and enter a Blue Ocean. The results of the BOS analysis suggest that L&T can innovate in areas like technology, sustainability, customer service, and logistics, providing a comprehensive approach that will improve its competitive position in the industry. By focusing on self-development, embracing value innovation, and continuously updating its strategies, L&T can not only sustain growth but also create lasting differentiation. The future success of L&T Construction, as driven by BOS, lies in its ability to integrate these new innovations into its business model, enhance customer satisfaction.

In conclusion, Blue Ocean Strategy offers L&T a practical, long-term pathway to competitive advantage and market leadership, making it a highly effective strategy for the company to pursue in the evolving construction industry.

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#### SECONDARY DATA COLLECTED

##### 1. Larsen & Toubro Ltd (L&T)

- ❖ Market Capitalization: Approximately ₹3.5 lakh crore (as of April 2025)
- ❖ Equity Capital: ₹274.93 crore (as of March 2024)
- ❖ Paid-Up Equity Shares: 1,37,46,68,619 shares
- ❖ Face Value: ₹2 per share

##### 2. Hindustan Construction Company Ltd (HCC)

- ❖ Market Capitalization: Approximately ₹3,600 crore (as of April 2025)
- ❖ Equity Capital: ₹151.31 crore (as of March 2024)
- ❖ Paid-Up Equity Shares: 1,51,30,28,244 shares
- ❖ Face Value: ₹1 per share

### 3. IRCON International Ltd

- ❖ Market Capitalization: Approximately ₹5,000 crore (as of April 2025)
- ❖ Equity Capital: ₹188.1 crore (as of March 2024)
- ❖ Paid-Up Equity Shares: 9,40,51,574 shares
- ❖ Face Value: ₹2 per share

#### 1. L&T CONSTRUCTION

Hyderabad Metro – Blue Line (Nagole to Raidurg)

- ❖ Length: 27 km

#### COMPETITORS 2, 3

#### 2. IRCON International Lt

Chennai Metro – Phase 2 (Line-4)

- ❖ Length = 26.09 km

#### 3. Hindustan Construction Company (HCC)

Pune Metro – Elevated Section

- ❖ Length: 30 km

SOURCE: <https://economictimes.indiatimes.com/industry/indl-goods/svs/construction>,  
<https://www.larsentoubro.com>, <https://www.hccindia.com>, <https://www.ircon.org>

