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Location Independent Manufacturing – Case-based Blue Ocean Strategy

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Abstract

Environmental impact, saving natural resources and ecological behavior are important factors for European manufacturing industry. Industry must concentrate production processes which are environment-friendly. The case company of this study supplies a wide range of wood processing equipment tailored to customers' needs. The company also provides solutions to life-cycle services. Utilizing a blue ocean strategy to real business cases and in management as a part of LIM assessment was considered a good approach both from academic and industrial perspectives.

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1. Introduction

Environmental impact, saving natural resources, and ecological behavior are important factors for European manufacturing industry. Industry must concentrate to manufacture sustainable and recyclable products, but also the whole production processes have to be environment-friendly. Other important factors from a management point of view are ecological raw materials sourcing, ethical decision making, and low emission delivery. Therefore, manufacturing companies are trying to arrange their manufacturing processes and facilities to correspond these

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