

## **The Blue Ocean Strategy And Its Impact On Achieving A Sustainable Competitive Advantage For The Organization Is A Survey Study In A Number Of Government And Private Banks In Basra Province**

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### **Summary**

Many Iraqi banks are used to their work in relation to the customer and fulfilling their wishes and maintaining their presence as a permanent customer because the basis of their work depends on him in the movement of funds, so competition between government and private banks intensifies to gain the largest number of customers, in a way that prompts the need to look for a strategy to keep it working. The study attempts to test the relationship of the Blue Ocean Strategy to the sustainable competitive advantage over three branches of government banks in Basra province.

**Keywords:** Blue Ocean Strategy, a sustainable competitive advantage, government and private banks.

### **Introduction**

The strategy is a long-term plan for the entire organization or for the individual. The company's strategy can be defined as "positioning and linking the company/organization to its environment in a way that ensures that its success is repeated and makes sure of surprises." A variety of factors drive organizations to adopt strategies to emerge successfully such as growth, stability, profitability, and efficiency (Bagheri et al., 2013:213). The rapid pace of innovation and change in recent years