

Strategy #6: Disintermediation

Covered in this section:

Simplifying a process by removing steps

- Any product/service that you purchase passes through a chain of processes called "the value chain"
- See if you can remove one or multiple steps in that process
 - One way is to skip retailers and sell directly to the clients
- Potential outcomes:
 - Lower the price and keep the same quality
 - Maintain the price and increase the quality
- But why are there so many steps?
- Usually, companies are just used to this process and don't question it - "This is how it's done"

Examples:

- Warby Parker
 - they sell eyeglasses and ship them for free so you can try them first
- Dell computers
 - they manufacture and sell directly on their website