

Value Chain Analysis template

1. Identify the **activities of the chain that create value for your consumers.**

ACTIVITIES OF YOUR COMPANY VALUE CHAIN THAT CREATE VALUE FOR CONSUMERS

2. Identify:

>> **Factors that will give the greatest value to customers form the assigned activity.**

>> **What do you can improve to do to deliver the better value** to your customers from this activity?

>> Identify the **distinctive capability that distinguish you from the competitors.**

What is your **competitive advantage?**

ACTIVITY 1 _____

FACTORS THAT GIVE GREATEST VALUE TO CUSTOMERS	WHAT IS NEEDED TO DELIVER MAXIMUM VALUE

DISTINCTIVE CAPABILITY: _____

ACTIVITY 2 _____

FACTORS THAT GIVE GREATEST VALUE TO CUSTOMERS	WHAT IS NEEDED TO DELIVER MAXIMUM VALUE

DISTINCTIVE CAPABILITY: _____

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Concluding, with these unique capabilities how the company should ensure the long-term success?

COMPETITIVE ADVANTAGE: _____

SOURCE: MindTools blog. http://www.mindtools.com/pages/article/newTMC_10.htm