**Value Chain Analysis template**

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

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| **ACTIVITIES OF YOUR COMPANY VALUE CHAIN THAT CREATE VALUE FOR CONSUMERS** |
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**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 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **FACTORS THAT GIVE GREATEST VALUE TO CUSTOMERS** | **WHAT IS NEEDED TO DELIVER MAXIMUM VALUE** |
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**DISTINCTIVE CAPABILITY**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

ACTIVITY 2 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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