**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**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

…

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

**COMPETITIVE ADVANTAGE**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_