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

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

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