The Value Chains
Learning Objectives

After this session you will be able to:

- Describe a value chain and how firms use them.
- Explain several examples of the value chains.
- Document the value chain of your company is.

The Value Chain
A Definition

"a string of companies working together to satisfy market demands."

John Del Vecchio, Fool.com
So what companies are directly involved in satisfying this demand?

The Value Chain Exercise

- Draw the apple value chain
- Focus from tree to grocery store
- Focus on players by role, not name
- Focus on players who add significant value
- This is not an exact science
What was this business trying to illustrate with this value chain?

What insights does this value chain give you about the adhesives industry?
Value Chain Exercise

- 30 minutes
- Draw the value chain of your company
- Think about what data you would like to add to your drawing
- Where might you find that data