Logo

Business Analysis: Value Curve

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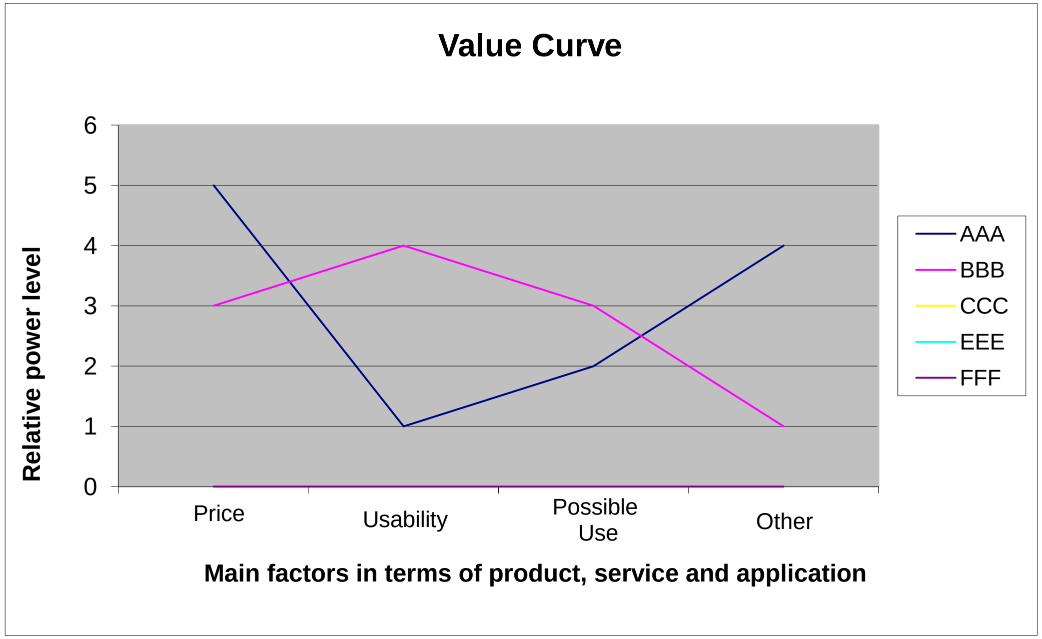
"A value curve illustrates in what manner a company its offer to the buyer designes. It shows the market result of an offer in relation to alternative offers. Furthermore a value curve evaluates the difference according to the particular factors of success for the relevant branch resp. product category."

Product		Relative power level	Price	Usability	Possible use	Other
1.	AAA	1 = very low	5	1	2	4
2.	BBB	2 = low	3	4	3	1
3.	CCC	3 = average	0	0	0	0
5.	EEE	4 = high	0	0	0	0
6.	FFF	5 = very high	0	0	0	0



New value curves can be developed by asking four central questions:

1. Which feature characteristic should be reduced skillfully below the branch standard? (reduction)

2. Which features, of those which had been concidered as essential until now, should be omitted. (eliminate)

3. What features should be developed that were never provided so far in the industry. (create)

***4.** What features should be raised skillfully above the industry standard? (lifting?*