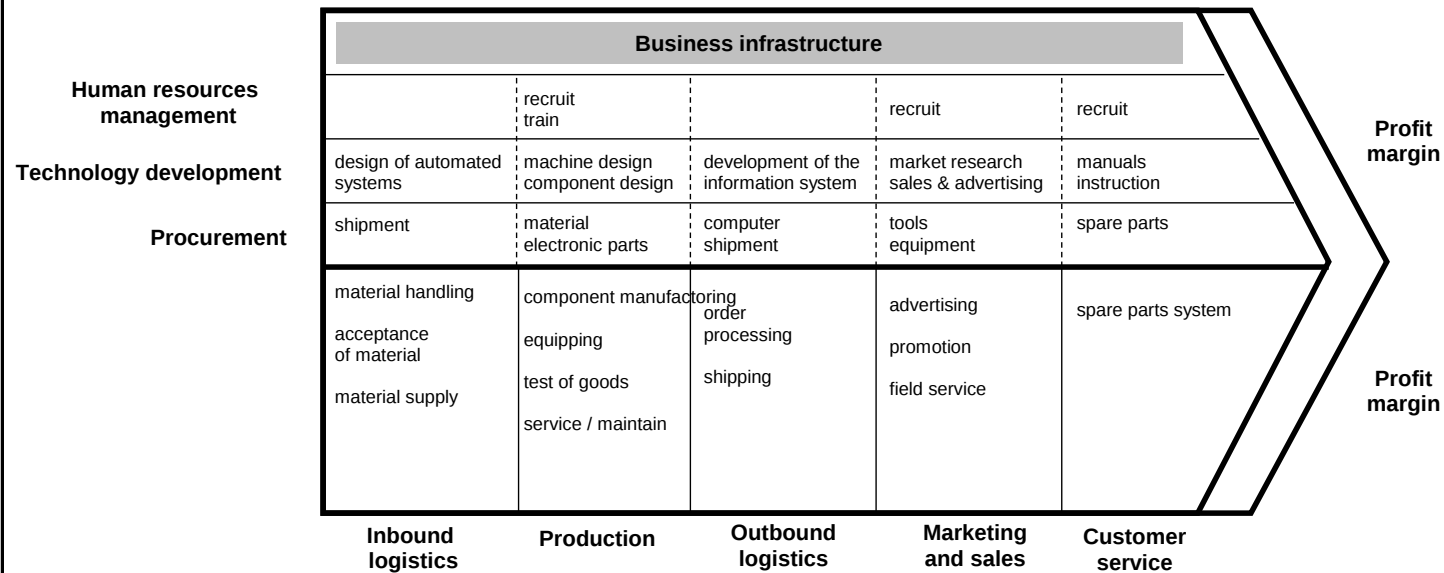


Business Analysis: Introduction - Value Chain Analysis

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"The value chain analysis, a strategic analysis tool, indentifies potential competitive advantages in the field of costs or performance differentiations."

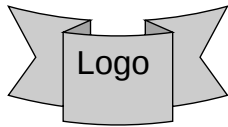
Value chain of a manufacturer for printers



For the analysis of the value chain the following questions are examined:

- _Is this activity suitable to generate cost advantages or differentiations?
- _Does the organization have a strength or weakness here?
- _How can strengths be reinforced and weaknesses eliminated?

- _What is the output of the entire value chain?
- _What is the output of the individual parts of the value chain?
- _Effectiveness and efficiency of the operations within the various parts of the value chain?
- _Effectiveness and efficiency of operations between the different parts of the value chain?

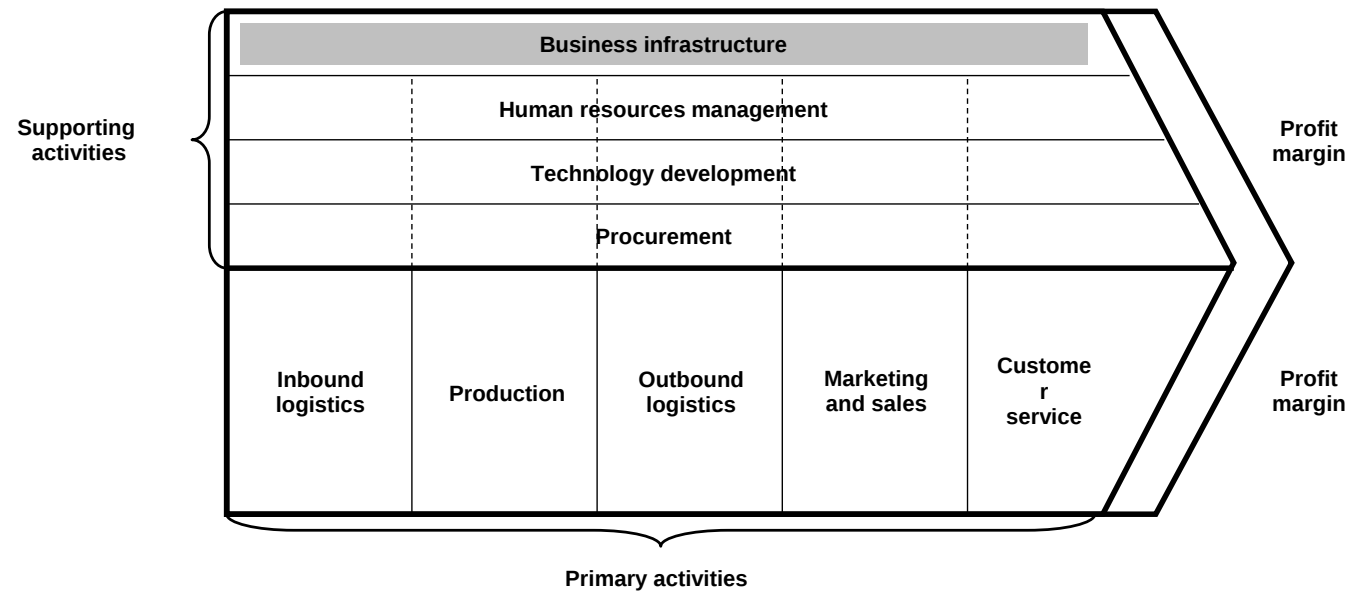


Business Analysis: Practice - Value Chain Analysis

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"The value chain analysis, a strategic analysis tool, identifies potential competitive advantages in the field of costs or performance differentiations."

Value chain - company XY



For the value chain analysis is examined:

- _Is this activity suitable to generate cost advantages or differentiations?
- _Does the organization have a strength or weakness here?
- _How can strengths be reinforced and weaknesses eliminated?

- _What is the output of the entire value chain?
- _What is the output of the individual parts of the value chain?
- _Effectiveness and efficiency of the operations within the various parts of the value chain?
- _Effectiveness and efficiency of operations between the different parts of the value chain?