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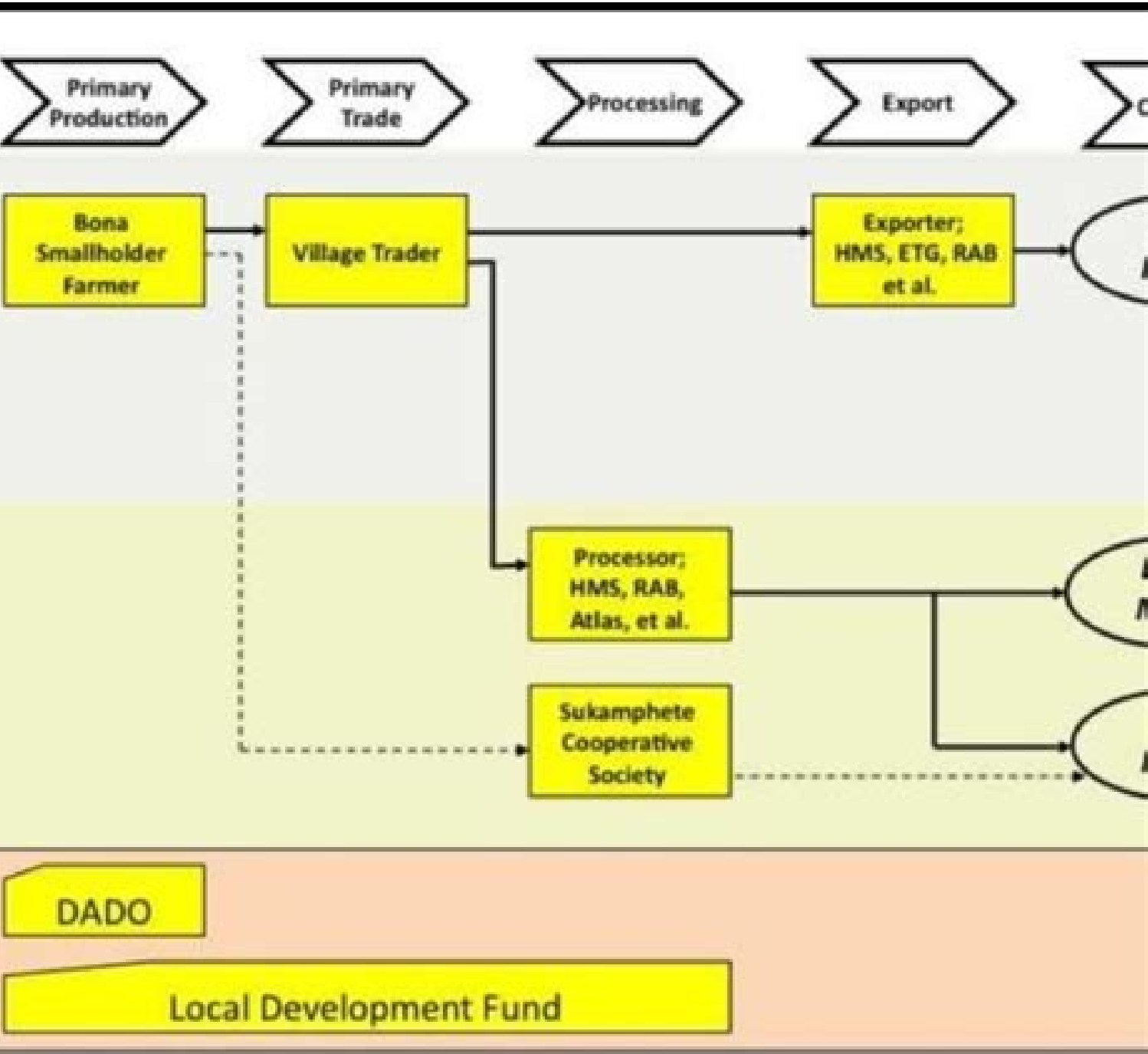
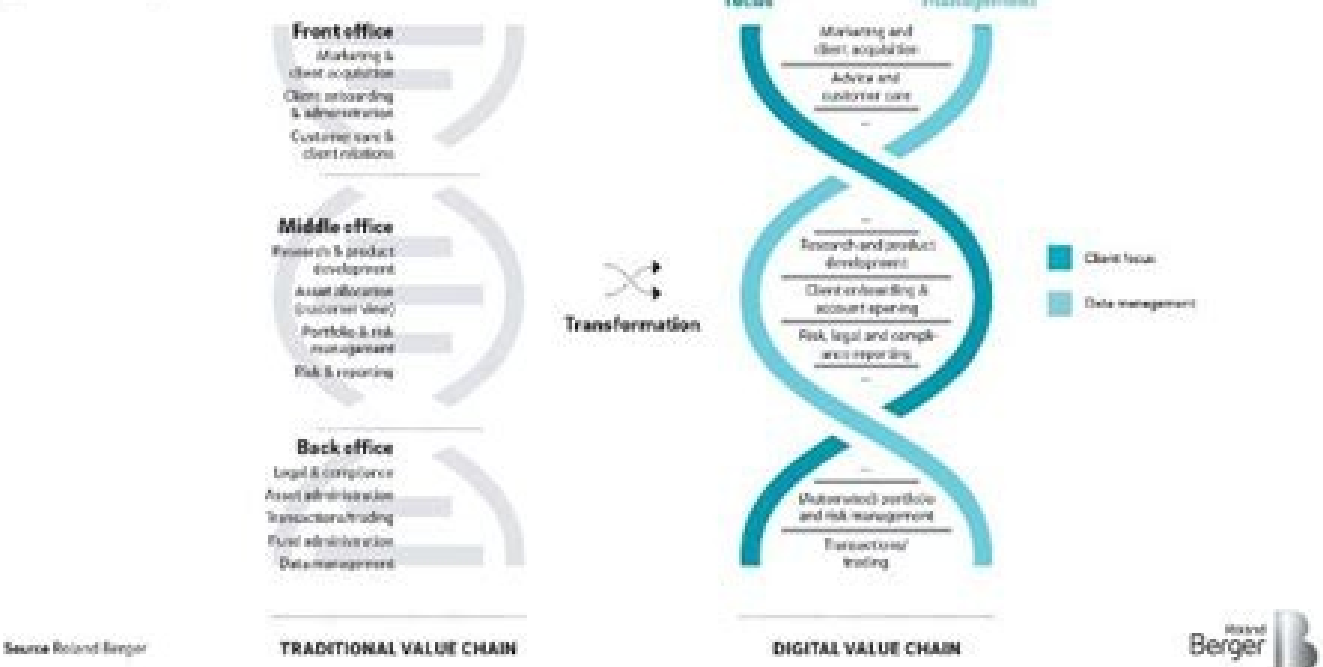
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# What Does a Value Chain Look Like?



## DIGITAL ASSET MANAGEMENT: RETHINKING THE VALUE CHAIN



## ing Trade Relationship viously planned trade relationship, not yet operational



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These support activities are critical to the success of the main activities; For example, without product design and market research, a company could not successfully market and sell a product. Secondary activities support the main actions to create a product, and include infrastructure, equipment management, technology development and material contracting. The manufacturing and distribution process of your company can fall into one of two different types of value chains: a typical value chain or a global value chain. For example, a small company operating only in one state would use a typical value chain, as would a larger company operating only within one country. Duke University describes a global value chain as activities and critical players spread across different firms and countries. By understanding each step of the value chain, a company can create greater profit by making the necessary changes in the process. Value chain detail helps you to easily see where it could cause an expensive part of the process to decrease margins and take steps to reduce expenses. A value chain documents the activities and entrepreneurs involved in taking a product or service from concept to distribution. Value chains include primary activities involved in the creation of products and secondary activities that support that creation. Understanding your value chain allows you to consider your gain. Margins and discover how to create more value with less expense. A Harvard Business School case study identified the main activities behind the coffee chain, which include: Inbound logistics: building close relationships with coffee suppliers from around the world and getting the Best Prices. Operations: Operation of more than stores in 83 countries. Single log: by selling products in stores and through licensed distributors using point-of-sale systems, the Starbucks <sup>3</sup> Starbucks and Starbucks Starbucks <sup>3</sup> application and Sales: Focus to a large extent on the experience æ Starbucks Å ç à € create loyal consumers. Service after-sales: Train team members in customer service and create recognizable and clean cafés. The chain encompasses the activities, workers and subcontracted companies used to carry a product of the distribution concept. Michael Porter, economist at Harvard's Business School, developed the concept of the value chain to provide specific attention to when challenging each phase for a company, à € is the final result of <sup>™</sup>. Analyze the value chain of your company à € allows you to increase the value at each stage of the string so you can offer a smoother product, impress customers and generate more benefits. Starbucks is an example of a corporation that uses the value chain to promote its presence of international sales. Identifying a value chain is essential to understand the profit margin and the operating margin of your company, so it can ensure that the minimum of entries à € the greatest production. With so many activities and suppliers involved, the value chain has many facets. A value chain documents, in detail, the various steps that a business goes by to carry a product or customer service. Å € Starbucks's Å <sup>™</sup> value chain is relatively simple, so a small company could use it as a model. Value system Å value string details the activities, workers and suppliers that carry a product or distribution concept. A value chain is the combination of activities that a company performs to move a product or service throughout its life cycle, including design, marketing, distribution and customer service. The chain is composed of primary and secondary activities that affect the value of an à € <sup>™</sup> product for both the as for the company. Primary activities contribute directly to the creation of a Å Å product, including: Input logistics: Collection and storage of inventory and market data; Operations: Creation of finished products from raw materials; Output logistics: Output: PRODUCTS TO CUSTOMER PRODUCTS AND SALES: PROPORTIONING AND ADVERTISING ADVERTISING PRODUCTS TO POTENTIALS OF CONSUMERS SALES SERVICES: Training of customer service representatives to support customers with facilities, returned We're going to review the Starbucks value chain to see how it helps in fostering stable growth. Side activities that support Starbucks' annual revenue creation, which capped off \$23 billion in 2020, include employee benefits, well-designed cafes and an easy-to-use mobile app. Starbucks operates in more than 60 countries, however, each cafe has the same known appellation. A typical value chain records business activities and players within a single geographic or firm location. As described above, Starbucks is an example of a global value chain, as it sources coffee beans from several countries and ships supplies to Starbucks locations around the world. Starbucks uses the value chain to identify its most and least expensive activities, then uses this information to make changes, create more value for the customer, and create more profits for the business. But even small businesses can identify the activities that make up their Value Chains so they can focus on more affordable practices, and larger profits. The ultimate goal of a company is the creation of value, particularly in the form of profits. The goal of using the value chain is to create an operationally strong combination of activities that generate higher sales prices at lower costs to the business. Then you can reinvest in specific parts of the value chain and continue the growth of your business. growth.



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