PORTER'S VALUE CHAIN MODEL

Support Activities

Firm Infrastructure	› Company's support system and the functions that allow it to maintain operations › Includes all legal, administrative and accounting
Human Resources	› Hiring and retaining employees who will fulfill business strategy, as well as help design, market, and sell the product › Involve in the process of delivering the finished product › A source of competitive advantage when customer purchasing a service
Technology	› Research and development helps designing the product and improving and automating the process › For example, a business working towards to reduce the inventory and labor waste by implementing RFID technology in warehouse to improve overall stock accuracy and minimize labor tasks
Procurement	› Process of acquisition of inputs, raw materials or resources, for the firm › This relates heavily to inbound logistics where company is looking for resale the goods they procure. For example in case of an e-commerce business

Primary Activities

Inbound Logistics	Production/Operations	Outbound Logistics	Marketing and Sales	Customer Service
› Processes for inbound movement such as receiving, warehousing, and managing materials, parts, and other inventory	› Processes that convert raw materials, labour, or energy into finished goods and services	› Processes that pertain the storage and movement of the completed product to the customer	› Processes relating to the advertising, promotions, and pricing of the products to optimize the return on investment	› Processes that are offered after the product has been sold and delivered, such as customer service and support, maintenance, repairs, refunds, or exchanges

Margin

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