

Implementing and Using Value Chain Analysis Checklist

- Identify primary and supporting activities.
- Identify indirect activities, including quality assurance.
- Weight activities to appropriately reflect the goals the business.
- Analyze the market using Porter's 5 Forces.
- Find areas of cost reduction through partnerships, contracts, scheduling, or asset use.
- Identify internal and external linkages and dependencies.
- Identify differentiation opportunities and value-added propositions.
- Provide customer evaluation opportunities and feedback.