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Value Chain

Base Products

A base product is a resource
which is processed in the value chain.
A base product might be a physical as well
as a virtual resource like for example data.

Organizational Units

An organizational unit might be a department of a company or a company by itself.
This depends if a company covers the whole value chain or if it relies on suppliers.
For example it could outsource its sales and distribution activities to a subsidiary.
Examples for departments are sourcing, operations, marketing or human resources.

Activities

Each organizational unit takes over products and / or services from the previous unit, further processes these
and in turn hands over a product or a service to the next unit, whereas the value of the product or the service increases.

Final Products

The result of a value chain is a product
which is more valuable,
for example in terms of
usefulness, compared to the
base products and which is offered
on the market. A final product
might be a physical as well as
a virtual product or a service.

Producers

The base products for a value chain
are in turn final products of
another value chain or a resource
like oil which needs to be produced
by a producer.

Intermediaries

Often the products or services of the suppliers are not directly sold and delivered.
Rather intermediaries take over the sales and / or distribution. Examples for intermediaries are marketplaces as well as middlemen.

Suppliers

Often there are further companies involved in the production of products or the provisioning of services.
They supply products and services on their part which are helpful or necessary for the value chain.
These suppliers form another value chain as well.

Customers

Customers are the recipients of a product
or service. Individual persons are often called
consumers in this context.
In case an organization like a company
is the customer there needs to be
distinguished between
different roles: the user, the buyer
and the decision-maker.
To distinguish between and to understand
them it is recommended
to use the *Stakeholder Analysis Canvas*.

We drive your business forward.

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