Value Chain Analysis Cheat Sheet

**What is Value Chain Analysis?**A value chain is all the activities a business does to deliver a product or service, from start to finish. This tool helps you break down those steps, spot where value is added (or lost), and find ways to improve or cut costs.

**How to use this sheet:**1. Read the examples in each stage below.
2. For your business or case study, fill in the main actions, costs, partners, and improvement ideas at each stage.
3. Use this to spot strengths, weaknesses, or competitive advantages.

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| Stage | Typical Activities (Examples) | Your Case / Notes | Improvement Ideas |
| Inbound Logistics | Receiving, storing, and managing raw materials. E.g. deliveries, inventory control, supplier relations. |  |  |
| Operations | Turning raw materials into finished products. E.g. manufacturing, packaging, assembly, quality control. |  |  |
| Outbound Logistics | Distributing finished goods. E.g. warehousing, order fulfillment, shipping. |  |  |
| Marketing & Sales | Activities to sell products/services. E.g. advertising, pricing, promotions, salesforce. |  |  |
| Service | Supporting customers after the sale. E.g. installation, customer support, repairs, warranties. |  |  |
| Support Activities | Infrastructure, HR, tech, procurement. E.g. IT systems, hiring, company culture, R&D. |  |  |

Tip: Fill in each row for your company, project, or case. Where are costs highest? Where is value created? Where can you improve?