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, by Michael Porter . Every firm is a collection of activities that are performed to design , produce, market, deliver, and support its product. All these activities can be represented using a value chain. A firm's value chain and the way it performs individual activities are a reflection of its history, its strategy, its

The Value Chain From Competitive Advantage , by Michael Porter

The Value Chain The term "Value Chain" was used by Michael Porter in his book "Competitive Advantage: Creating and Sustaining superior Performance" (1985) . The value chain analysis describes the activities the organization performs and links them to the organizations competitive position.

The Value Chain - Food and Agriculture Organization

Porter's Value Chain Analysis consists of a number of activities, namely primary activities and support activities. Primary activities have an immediate effect on the production, maintenance, sales and support of the products or services to be supplied.

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Value Chain Analysis and Competitive Advantage Prescott C. Ensign The linkages in value chains can be finely tuned to gain a competitive edge. All firms make decisions that affect their competitive position and profitability. Strategic planning is the organizational process of making these important decisions. It is undertaken in

Value Chain Analysis and Competitive Advantage

Value Chain Michael Porter was the first person who introduced the term "Value Chain" in his book Competitive advantage: Creating and Sustaining Superior Performance (Porter 1985). Michael Porter defines "Value Chain" as a representation of a firm's value-adding activities, based on its pricing strategy and cost structure.

VALUE CHAIN: A CONCEPTUAL FRAMEWORK

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The value chain was designed by Michael Porter in 1985 as a systematic way to examine how competitive advantage develops and to identify where value is added in an organisation. You should be familiar with the original model (see figure 1) and the activities described within it. The value chain is based on the process

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Porter's Value Chain " the seminal "business school definition"™ ^The idea of the value chain is based on the process view of organisations, the idea of seeing a manufacturing (or service) organisation as a system, made up of subsystems each with inputs, transformation processes and outputs.

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