

How Long Does It Take To Do A Value Chain Analysis?

Much longer than you think.

At first, it appears relatively easy – just go through each domain (input logistics, operations, output logistics, sales and marketing etc) and see where the value is.

But really, if your audience is sophisticated in any way whatsoever, that just doesn't cut it.

Just on a level 1 analysis, each domain can be broken up into various sub-domains. And that domain into further sub-domains (each is its own little self-contained value chain entity). Then, you can break up each domain by stakeholders, workflows or other perspectives (competition etc).

On the Value Grid level, you're incorporating the transactions of each domain with the transactions of each domain of the associated company. This is not a matrix, more a web. There is value to be gained in each link.

And that's just the beginning. Because a true Value Chain consists of many more domains than the standard primary and secondary activities that are commonly noted.

Best,

<http://www.value-chain.com>