

## **A Reduced (Compact) Value Chain?**

Can you reduce the Value Chain?

A sophisticated business analysis requires that you expand the Value Chain, not reduce it.

But there are strong arguments for making the generic, visual representation simpler.

The arguments state that:

- Sales and marketing are actually operational activities.
- Margin activities are also part of operational activities.

It is argued that the pressures of academia and peer review forces the creation of elegant designs, and that this resulted in the elegant, commonly known arrow-shape. But practical implementations can do without “elegant design.”

With the above in mind, the Value Chain would simply be input logistics, operations and output logistics (primary activities) with all the secondary activities embedded therein.

Best,

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