

## 1: Porter's Value Chain - Strategy Skills Training from [www.enganchecubano.com](http://www.enganchecubano.com)

*Value creation in the past was a function of economies of industrial scale: mass production and the high efficiency of repeatable tasks.*

How do you change business inputs into business outputs in such a way that they have a greater value than the original cost of creating those outputs? Manufacturing companies create value by acquiring raw materials and using them to produce something useful. And insurance companies offer policies to customers that are underwritten by larger re-insurance policies. And when you provide more value to your customers, you build competitive advantage. Understanding how your company creates value, and looking for ways to add more value, are critical elements in developing a competitive strategy. Michael Porter discussed this in his influential book "Competitive Advantage," in which he first introduced the concept of the value chain. A value chain is a set of activities that an organization carries out to create value for its customers. The way in which value chain activities are performed determines costs and affects profits, so this tool can help you understand the sources of value for your organization. Using this viewpoint, Porter described a chain of activities common to all businesses, and he divided them into primary and support activities, as shown below.

**Primary Activities** Primary activities relate directly to the physical creation, sale, maintenance and support of a product or service. They consist of the following:

- Inbound logistics** – These are all the processes related to receiving, storing, and distributing inputs internally. Your supplier relationships are a key factor in creating value here.
- Operations** – These are the transformation activities that change inputs into outputs that are sold to customers. Here, your operational systems create value.
- Outbound logistics** – These activities deliver your product or service to your customer. These are things like collection, storage, and distribution systems, and they may be internal or external to your organization.
- Marketing and sales** – These are the processes you use to persuade clients to purchase from you instead of your competitors. The benefits you offer, and how well you communicate them, are sources of value here.

**Support Activities** These activities support the primary functions above. In our diagram, the dotted lines show that each support, or secondary, activity can play a role in each primary activity. For example, procurement supports operations with certain activities, but it also supports marketing and sales with other activities.

**Procurement purchasing** – This is what the organization does to get the resources it needs to operate. This includes finding vendors and negotiating best prices.

**Human resource management** – This is how well a company recruits, hires, trains, motivates, rewards, and retains its workers. People are a significant source of value, so businesses can create a clear advantage with good HR practices. Minimizing information technology costs, staying current with technological advances, and maintaining technical excellence are sources of value creation.

**Accounting, legal, administrative, and general management** are examples of necessary infrastructure that businesses can use to their advantage. Companies use these primary and support activities as "building blocks" to create a valuable product or service.

**Step 1** – Identify subactivities for each primary activity For each primary activity, determine which specific subactivities create value. There are three different types of subactivities: Direct activities create value by themselves. Indirect activities allow direct activities to run smoothly. Quality assurance activities ensure that direct and indirect activities meet the necessary standards.

**Step 2** – Identify subactivities for each support activity. For each of the Human Resource Management, Technology Development and Procurement support activities, determine the subactivities that create value within each primary activity. For example, consider how human resource management adds value to inbound logistics, operations, outbound logistics, and so on. As in Step 1, look for direct, indirect, and quality assurance subactivities. These will generally be cross-functional in nature, rather than specific to each primary activity. Again, look for direct, indirect, and quality assurance activities. This will take time, but the links are key to increasing competitive advantage from the value chain framework.

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## 2: Value Creation in an LBO

*Value Creation. Business begins with value creation. It is the purpose of the institution: to create and deliver value in an efficient enough way that it will generate profit after cost.*

The value input argument can be any data type, such as a numeric, logical, character, or cell array. If value is not a cell array, or if value is a scalar cell array, then s is a scalar structure. If value is a nonscalar cell array, then s is a structure array with the same dimensions as value. Each element of s contains the corresponding element of value. Any nonscalar cell arrays in the set value1, If none of the value inputs are cell arrays, or if all value inputs that are cell arrays are scalars, then s is a scalar structure. If any of the value inputs is a nonscalar cell array, then s has the same dimensions as the nonscalar cell array. For any value that is a scalar cell array or an array of any other data type, struct inserts the contents of value in the relevant field for all elements of s. To specify an empty field and keep the values of the other fields, use [] as a value input instead. The struct function does not convert obj, but rather creates s as a new structure. This structure does not retain the class information, so private, protected, and hidden properties become public fields in s. The struct function issues a warning when you use this syntax. Input Arguments field " Field name character vector string scalar Field name, specified as a character vector or string scalar. Valid field names begin with a letter, and can contain letters, digits, and underscores. The maximum length of a field name is the value that the namelengthmax function returns. If any value input is a nonscalar cell array, then all nonscalar cell array inputs must have the same dimensions. To specify a single empty field, use []. The struct function copies the properties of obj to the fields of a new scalar structure. The struct function does not create a structure from most of the fundamental data types. For example, if obj has the double or char data type, then struct issues an error message. However, struct does return the properties of a table or timetable as a structure.

## 3: Structure array - MATLAB

*structure to better/ faster serve their customer and also to provide more value to their customers. This has become an important concept in Sales. Purpose: The purpose of this study is to advance the understanding regarding how factors related to Organizational structure influence customer value creation.*

October 8, A value proposition is the 1 thing that determines whether people will bother reading more about your product or hit the back button. When I reviewed a bunch of websites , the conclusion was that missing or poor value proposition is one of the most common shortcomings. What exactly is a value proposition? You have to present your value proposition as the first thing the visitors see on your homepage but should be visible in all major entry points of the site. Such meaningless jargon-propositions are abundant. Avoid blandvertising at all costs. Use the right language Your value proposition needs to be in the language of the customer. In order to do that you need to know the language, your customers use to describe your offering and how they benefit from it. You cannot guess what that language is. The way YOU speak about your services is often very different from how your customers describe it. The answers are outside your office. You have to interview your customers to find it out, or use social media. This is not a value proposition: Heals the wound fast, heals the hurt faster. What the value proposition consists of The value proposition is usually a block of text a headline, sub-headline and one paragraph of text with a visual photo, hero shot, graphics. There is no one right way to go about it, but I suggest you start with the following formula: Sub-headline or a sentence paragraph. List the key benefits or features. Images communicate much faster than words. Show the product, the hero shot or an image reinforcing your main message. Evaluate your current value proposition by checking whether it answers the questions below: What product or service is your company selling? What is the end-benefit of using it? Who is your target customer for this product or service? What makes your offering unique and different? Use the headline-paragraph-bullets-visual formula to structure the answers. The best value proposition is clear: Always strive for clarity first. Yes, sufficient amount of information is crucial for conversions, but you need to draw them in with a clear, compelling value proposition first. What makes a good value proposition: It can be read and understood in about 5 seconds. Also, in most cases there is a difference between the value proposition for your company and your product. You must address both. Presentation of your value proposition matters Original research by CXL Institute showed that users noticed the value proposition more quickly when it had more text took up more real estate on the page. Full study with examples here. How to craft a unique value proposition A key role for the value proposition is to set you apart from the competition. You want your offering to stand out in this important research phase. So how do you make your offer unique? It requires deep self-reflection and discussion. Of course the unique part needs to be something customers actually care about. I call them boosters. These things work well against competitors who do not offer them. Make sure the booster is visible with the rest of the value proposition. I find flaws or room for improvement with most value propositions I came across. Here are some good examples along with my comments:

## 4: How To Create A Useful Value Proposition w/ Examples

*With value creation, we can up the value of the company exponentially, thus giving the customer and clients a better value on the products. 15 people found this helpful By repainting the tires to make works of art, Amy's company centered itself around value creation ; bringing new worth to the junk that she found.*

Overview[ edit ] A value proposition is a statement which identifies clear, measurable and demonstrable benefits consumers get when buying a particular product or service. It should convince consumers that this product or service is better than others on the market. This proposition can lead to a competitive advantage when consumers pick that particular product or service over other competitors because they perceive greater value. In a modern, clear cut definition, Labeaux defines a value proposition as a statement that clearly identifies what benefits a customer will receive by purchasing a particular product or service from a vendor. According to Hassan, however, there is no specific definition for Value Proposition. Value propositions vary across industries and across different market segments within an industry. Capon and Hulbert linked the success of firms in the marketplace to the value provided to customers. Customer value should also drive investment and production decisions, because customers perceive value on the benefits of the product or service they receive. Consequently, as the environment changes, and the customer experience and their desires change, the value they seek changes. As a result, companies are pressured to invest more resources in marketing research in order to gain deep customer insights, improve value proposition. Consumers are always looking around for the best possible deal at the best quality and how these products or services will contribute to their success. The value proposition is the promise that the business will give the consumer to assure best possible value. The value proposition is a creative statement that depicts the unique selling point. Without this statement you lose an opportunity to tell consumers why they should pick you over competitors. An important goal in a business is to convince customers that they are getting many more benefits. Customers are looking for answers that may improve or replace products or services. Therefore, the value proposition is important to businesses and their success. To understand and get an idea about the value proposition it is important to analyze the business through the marketing mix: Identifying these key questions helps clarify and make the value proposition more obvious. Another strategy that has been used to help process learning and growth of a business is the balanced scorecard. This concept was developed by Robert Kaplan and David Norton in , to help communicate value proposition in a way that businesses can understand. The maps create a visual representation of the businesses objectives and goals so it becomes more approachable. Once businesses determine what makes this item or service so exceptional compared to competitors, it can begin to guide a business more clearly. This can lead to marketing concepts and ideas. What is the product or service? Who is the target market? What value does the product or service provide? How is this different from competitors? Many businesses that can answer these will have a relatively strong value proposition as they know how their product or service differentiates from competitors. There are many benefits that the value proposition can have on a business. These benefits include a strong differentiation between the company and its competitors, increase in quantity, better operations efficiency and increase in revenue. By also creating a more personal and honest relationship with consumers through the value proposition also gives them another reason to choose you. These benefits will help the business grow and succeed in the market. Value proposition builder model[ edit ] Value proposition development is an organizational approach to building in value to the customer experience. It is simply that by building a value proposition you will provide profitable and superior customer value. Analysing and identifying the market segments , or specific clients, or target individuals within those clients for whom the solution has the potential to deliver value and profitability. Analyse and define the value experience that clients get from the organization from its current activities. You need to define good, bad and neutral experiences, The effectiveness of the value proposition depends on gathering real customer prospect or employee feedback. Define the offerings mix capable of leveraging the value experience with the defined target market group. Assess the benefits of the offerings in the context of the value experience you are able to deliver to the market group. Alternatives and differentiation is the next aspect to analyse, what alternative

options does the market have to the product or service? Some of the ways that organizations use value propositions include in marketing communications material or in sales proposals. It provides a quick summary with analogies to other existing solutions which, creates an image that focuses on user benefits over features or specific implementation methods. This is at the heart of the business strategy and implementation. These customers demand, and are willing to pay for, a sales effort that creates new value and provides additional benefits outside of the product. Where do you intend the organization to be in the foreseeable future and what principles will guide the journey? Value-creation-based management and execution: How will you execute and manage all of this to ensure maximum Value Delivery. Marketing and research and development are mainly responsible for adding value at this stage based on historic data and observation. However, in modern times, the customers of several companies are included in this stage. This can be done in two steps, firstly improving how transactions are made, and secondly, considering the fulfillment of customers. This is core to the value proposition. At this stage customers see and feel the value through the actual use of the product or the service. Value status[ edit ] Perceived value and willingness to pay are correlated. Companies must choose the best pricing strategy to deliver value for both the customer and corporate perception. Zeithaml studied three consumer defined values: Low price, Quality and value for money, and Features. Some Customers may see value in cheap prices, and other may see value in volume obtained. This section needs additional citations for verification. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed. Lindic used the example of Amazon. In fact, offline activities represent 70 percent of its core business. As a result, we are able to identify innovations which are common in both traditional and new economy companies. All of these minor adjustments over time were the result of developing value proposition, ultimately leading to the success that Amazon. This perspective emphasises innovation as a generator of performance in a customer-oriented way. Ease of use refers to the degree to which a person believes that using a particular system or product will be effort-free e. All else being equal, a feature or application perceived as easier to use than another is more likely to be accepted by users, according to Wang. Therefore, the easier it is to use an innovative application or feature, the more likely it is to be accepted by the user. Consequently, ease of use reduces the cost included in the value proposition equation and increases its value. Flexibility is perceived as necessary in order to maintain the fit of an organisation and a changing environment. In other words, flexibility is materialised through the dynamic capabilities of a company which enable it to integrate, build and reconfigure internal and external competencies in order to face rapidly changing environments. Atken states it is highly correlated with a sense of belonging to a certain group or class. Such a brand generates emotions and feelings among its customers. In doing so, managers are able to identify key factors among the five perspectives of PERFA and make better decisions when deciding what to innovate so as to improve value proposition for their customers. The creative statement should be able to persuade other businesses to create an alliance, which will be helpful in the long run. Joining up with another business can be a very powerful strategy. When businesses align their strengths seem to stand out, and there weaknesses become less noticeable. This makes their products and services stand out to consumers. Creating an alliance with another firm can increase a businesses brand awareness; create a larger customer base, new insights on products and access to new technologies to improve how the business runs. This strategy creates a competitive advantage over other competitors. The value proposition should be able to influence new employees or motivate existing employees to support the businesses goals and plans. Employees can improve the business client base and build a stronger relationship. This alliance within the business can promote products or services through word of mouth or social media. Suppliers should want to supply the business with products or items needed for the service by their thoughtful and creative statement. Businesses can increase their chances of the products they want and when they want it. By thinking of a well-constructed well thought-out value proposition it can lead to a very successful business. This can lead to possible alliances with suppliers that will support and help the firm with supplies and products that are needed to help improve the position of the business. Value proposition advantages[ edit ] A robust and impactful value proposition is essential for any business to effectively engage and connect with customers, partners, stakeholders, and critically internal employees, by clearly communicating how it is different, better and worth purchasing from.

## THE STRUCTURE OF VALUE CREATION pdf

The value proposition is central to the overall business model and should form the anchor for all decision-making, operations, and customer engagement. In this respect, the value proposition is key to validating the business idea; both as you start up and as you grow. These are the benefits and advantages that should be considered as you go through the process of discovering, articulating and realizing the value proposition: Gives direction[ edit ] A value proposition provides direction by defining the ideal target audience right up-front, then identifying and understanding the core needs that can be satisfied by the planned solution. Creates focus[ edit ] A robust value proposition gives team focus by identifying the fundamental initiatives, activities and aspects of the business; this will affect meeting the needs of the defined target audience. Value proposition assists in focusing on the who, why and how the business will be delivering value. Improves customer understanding and engagement[ edit ] Value proposition gives you the basis to engage with customers in a compelling and resonant manner by understanding how they view the products or services. The value proposition determines the factors that not only make a difference to the audience, but do so in aspects or ways that are meaningful to them. Increases effectiveness of marketing[ edit ] Value proposition directs marketing efforts to concentrate on those activities that will generate the best results.

### 5: Value proposition - Wikipedia

*The value-creating opportunities associated with integrated incumbents' leveraging (a) their relative superiority in developing systemic innovations and (b) markets to pursue a broader menu of.*

### 6: Investment Thesis For Shareholder Value Creation | Carried Interest

*George Sylvie, Creating Innovative News: The Values of Future Newsroom Managers, Value-Oriented Media Management, /\_8, (), (). Crossref Tingting (Christina) Zhang, Can Lu and Murat Kizildag, Engaging Generation Y to Co-Create Through Mobile Technology, International Journal of Electronic Commerce, 21, 4, (), ().*

### 7: What is value creation? definition and meaning - www.enganchecubano.com

*the market value of assets is estimated as the book value of assets minus the book value of common equity plus the market value of common equity and the market value of non tradable equity is replaced by net assets.*

*In vitro fertilization and other assisted reproduction Questionnaires and inventories The Temple of the Jaguar How Jesus changes everything Secrets of Plantation House The old fireside. Children of Babylon Landscaping business plan template Plans and counter-plans The American poets, 1800-1900 Part 2 : The wi-fi journey in perspective. Slavery a problem in american institutional and intellectual life Painter, Edward Lear The Beguiling Spirits Advances in Unsaturated Soils, Seepage, and Environmental Geotechnics Laboratory aspects of specific psychiatric disorders U2022 The Living Doll and The Disappearing Scientists 2014 ford edge service manual filetype The ability of the monetary authority to control the stock of money supply in a developing country like B The mac hackers handbook Whispering in shadows Have you seen Zandile? Geina Mhlophe Elizabethan privateering Christmas in Italy Custom House people Product life cycle of kfc B tech first year maths text book Journal of Prince Alexander Liholiho Accountability Without Democracy Constitutive Criminology Correspondence between General Pope, commanding Military Division of the Missouri, and His Excellency, Go Nfpa pocket guide to hazardous materials The creation of the Fantastic Four Large scale machine learning with python 1966 mustang restoration guide Moleskine Weekly Planner Vertical 12 Months Hard Black Cover Pocket Sgt. Frog Volume 11 An address delivered by Abraham Lincoln Ansel Adams and the photographers of the American West Photoshop Secrets of the Pros*