

VALUE CHAIN ANALYSIS IN INDUSTRY DEVELOPMENT INTERVENTIONS

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Abstract

The value chain is a systematic approach to examining the development of competitive advantage. The major business functions that add value to a company's products and services. These functions consist of research and development, product design, manufacturing, marketing, distribution, and customer service. The chain consists of a series of activities that create and build value. They culminate in the total value delivered by an organisation. As the organisations are split into 'primary activities' and 'support activities, This function is responsible for all purchasing of goods, services and materials. The aim is to secure the lowest possible price for purchases of the highest possible quality and that will be responsible for outsourcing (components or operations that would normally be done in-house are done by other organisations), and ePurchasing (using IT and web-based technologies to achieve procurement aims). The activity is driven by corporates and includes strategic planning. It includes the Management Information System (MIS), and other mechanisms for planning and control. This area focuses strongly upon marketing communications and the promotions mix.

Keywords: value chain , producers, support activities.