

Lesson 1 ; Value Analysis in Market



What is Value Analysis?

Value analysis is an evaluation process where alternatives are profiled according to the total value expected from the use of each competitive alternative.

Value is determined by a simple equation:

$$\text{Value} = \text{Tangible and Intangible Benefits} - \text{Cost}$$

What is a Value Chain?

Value chain refers to all the business processes that make a product or provide a service. This chain includes everything from coming up with ideas to selling the final product. Michael Porter introduced it to help the company break down its tasks into activities and focus on where it can be better than its competition , These activities either make the product worth more to customers or cost less to produce.

Porter's value chain is not just about what a company does. It is also about the other companies it works with, like suppliers and distributors. You can imagine it as a series of steps. Each step adds something meaningful to the final product or service.

Info graphic depicting the key stages typical of a value chain
Analyzing the value chain is like focusing closely on each stage to identify opportunities for improvement.

By looking closely at each part of the process, businesses can find ways to make things more efficient . This saves money and helps become more competitive in the market.

Advantages of Value Chain Analysis in Business ;

Value Chain Analysis helps businesses make intelligent decisions and improve their actions . For example, companies can use it to find where they're wasting time or money and fix those areas. It also allows businesses to understand their unique value from competitors in the same industry. Plus, it's beneficial for ensuring everything runs smoothly in their supply chain, so they always have what they need and when needed.



Valuation Analysis

[val-yə-'wā-shən ə-'nā-lə-səs]

A process to estimate the value or worth of an asset.

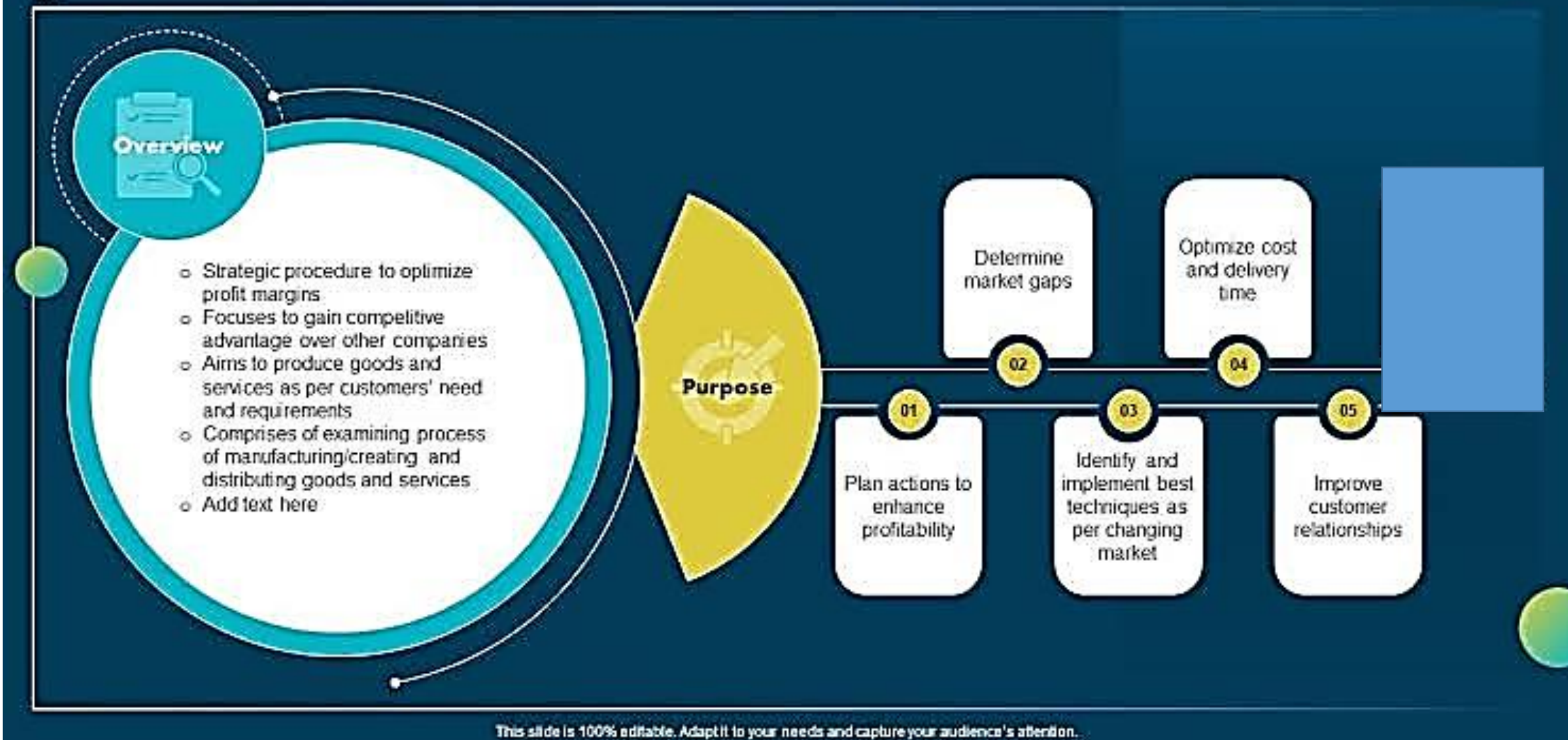
VALUE CHAIN ANALYSIS

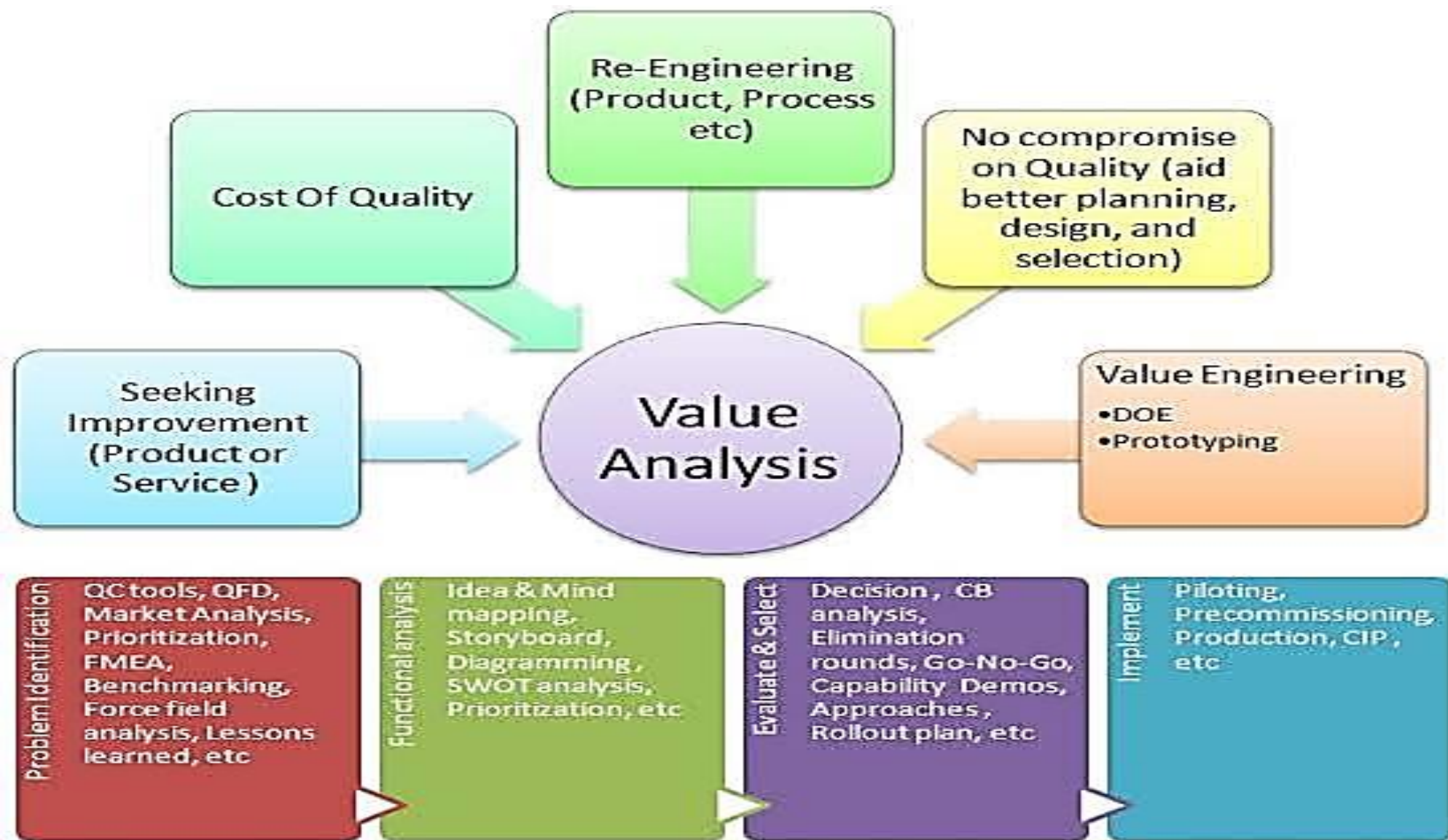
Main Steps for Conducting a Value Chain Analysis



Overview and purpose of value chain analysis

The following slide depicts brief introduction of value chain assessment to plan operational strategies. It includes elements such as planning actions, determining market gaps, implementing best techniques, enhancing profitability, etc.





Homework ; 1

1 -What is value analysis ? vs value chaine analysis ?

- 2- Extract all terminologies and translated from english into Arabic قم باستخراج كل المصطلحات وقم ترجمتها من الإنجليزية الى العربية

Send all your homework's to the following pdf or word

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