

# Value chain analysis template

**Directions:** Replace the directions for each prompt with your business’s own operations to help guide your value chain analysis.

## Primary activities

Inbound logistics	[List any administrative, finance, management, planning, or legal operations needed to support primary activities here]
Operations	[List any technological improvements made to existing machinery, hardware, or software here]
Outbound logistics	[List your business’s process of hiring and managing employees here]
Marketing + sales	[List all purchases related to buying raw materials or any fixed assets (for example, vendor fees and selection here)]
Service	[State your business’s availability of raw materials, warehousing, distribution (essentially anything in your supply chain) here]

## Secondary activities

Infrastructure	[State how your business plans to create products from raw materials here]
Tech development	[State how the products will be delivered to customers, including warehouse, transportation, and distribution here]
HR management	[State the activities your business will implement to marketing, advertise and sell your product here]
Procurement	[State your business’s forms of customer support and interaction here]