**Generic Value Chain Framework**

**Primary Activities**

These activities are directly involved in creating and delivering the product or service, with examples that may vary by industry:

1. **Inbound Logistics**: Activities related to receiving, storing, and distributing inputs
   * *Examples might include*: Materials handling, warehousing, inventory control, supplier management
2. **Operations**: Activities that transform inputs into the final product or service
   * *Examples might include*: Manufacturing, assembly, content creation, software development, service delivery
3. **Outbound Logistics**: Activities involved in delivering the product or service to customers
   * *Examples might include*: Order fulfillment, distribution, shipping, delivery systems
4. **Sales**: Activities that inform buyers and enable purchases
   * *Examples might include*: Sales operations, channel management, pricing
5. **Service**: Activities that maintain and enhance value after purchase
   * *Examples might include*: Customer support, maintenance, upgrades, training, warranty service

**Support Activities**

These cross-functional activities support the primary functions and each other:

1. **Firm Infrastructure**: Overall support systems for the entire value chain
   * *Examples might include*: General management, finance, legal, quality management, planning
2. **Research & development**: Efforts to improve products, services and processes
   * *Examples might include*: R&D, process automation, digital transformation, knowledge management
3. **Human Resources**: People-related functions across the organization
   * *Examples might include*: Recruitment, development, retention, compensation, workplace culture
4. **Marketing:** Activities focused on promoting and communicating the value of products or services to target audiences.
   * *Examples might include:* Advertising, promotions, digital Marketing, and Public Relations
5. **Procurement**: Acquisition of resources needed by the organization
   * *Examples might include*: Purchasing, vendor relationships, sourcing, supply management

Note: This framework provides a starting point to be customized for specific industries. For example, a software company's "Operations" might focus on development and testing, while a hospital's might center on patient care procedures.