VRIOS Worksheet

An enterprise’s strategic assets and distinctive capabilities may be identified through a detailed analysis of its resources and capabilities using the VRIOS framework.

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| Each element can be rated on a four-point scale:  A=Outstanding generator of value and advantage – of genuine strategic significance  B=Valuable, but not a crucial source of advantage  C=useful, but probably of declining significance  D=already declining in significance and unlikely to be sustainable | | | | | | |
|  | V | R | I | O | S | comments |
| **Strategic Assets** | | | | | | |
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| **Distinctive capability** | | | | | | |
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Key:

V : Value creating potential

R : Rarity

I : Imitability

O: Organizational Appropriability

S: Substitutability