

Exercise-06: Value Chain Analysis

Software Enhancement/Development Process

- Order taking
- Enhancement specification
- Scheduling
- Software development
- Programmer testing
- Secondary testing
- Delivery
- Support

Non-client-facing important activities

- Recruitment
- Training

Perform Value Chain Analysis for the above process. Steps are as below.

1. **Activity Analysis:** First, you identify the activities you undertake to deliver your product or service.
2. **Value Analysis:** Second, for each activity, you think through what you would do to add the greatest value for your customer.
3. **Evaluation and Planning:** Thirdly, you evaluate whether it is worth making changes, and then plan for action.