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|---|---|---|---|---|---|---|---|---|---|---|---|
| **Names** | Christian Macahiya, Francis Dacio | | | | | | | | | | |
| **Section** | 3IS-B | | | | | | | | | | |
| | | | | | | | | | | | |
| **INDUSTRY** | Food | | | | | | | | | | |
| **COMPANY** | Gustaco | | | | | | | | | | |
| **PRODUCT OR SERVICE:** | QuesaBirria (Taco) | | | | | | | | | | |
| **CURRENT PRICE IN MARKET** | 279 | | | | | | | | | | |

| SEQUENCE ID | ACTIVITY OR TASK | ACTIVITY CATEGORY | INPUTS (Tangible) | OUTPUTS (Tangible) | RESPONSIBLE (Doer) | ESTIMATED COST | VALUE CHAIN CATEGORY | OUTSOURCEABLE (Y/N) | REASON FOR OUTSOURCE | COST OF OUTSOURCING |
|---|---|---|---|---|---|---|---|---|---|---|
| 1.0 | Gather supplies | Primary | Communicate w/ supplier | Supply attainment | Manager | 200 | Procurement | N | n/a | n/a |
| 2.0 | Prepare the food | Support | Chefs prepare the food | Food is now ready | Chef | 30 | Outbound Logistics | N | n/a | n/a |
| 3.0 | Arrange or Decorate | Support | Chefs puts the food in the box | Food is ready for delivery | Chef | 70 | Outbound Logistics | N | n/a | n/a |
| 4.0 | Deliver | Support | Manager contacts lalamove | Lalamove delivers the food | Manager | 100 | After Sales Service | Y | Restaurant has no independent delivery system | 100 |
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| | | | | | | 400 | | | | 100 |

| Names | Christian Macahiya, Francis Dacio | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Section | 3IS-B | | | | | | | | |
| | | | | | | | | | |
| INDUSTRY | Food | | | | | | | | |
| COMPANY | Gustaco | | | | | | | | |
| PRODUCT OR SERVICE: | Beefy Quesadilla (Others) | | | | | | | | |
| CURRENT PRICE IN MARKET | 209 | | | | | | | | |

| SEQUENCE ID | ACTIVITY OR TASK | ACTIVITY CATEGORY | INPUTS (Tangible) | OUTPUTS (Tangible) | RESPONSIBLE (Doer) | ESTIMATED COST | VALUE CHAIN CATEGORY | OUTSOURCEABLE (Y/N) | REASON FOR OUTSOURCE | COST OF OUTSOURCING |
|---|---|---|---|---|---|---|---|---|---|---|
| 1.0 | Gather supplies | Primary | Communicate w/ supplier | Supply attainment | Manager | 150 | Procurement | N | n/a | n/a |
| 2.0 | Prepare the food | Support | Chefs prepare the food | Food is now ready | Chef | 30 | Outbound Logistics | N | n/a | n/a |
| 3.0 | Arrange or Decorate | Support | Chefs puts the food in the box | Food is ready for delivery | Chef | 70 | Outbound Logistics | N | n/a | n/a |
| 4.0 | Deliver | Support | Manager contacts lalamove | Lalamove delivers the food | Manager | 100 | After Sales Service | Y | Restaurant has no independent delivery system | 100 |
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| | | | | | | 350 | | | | 100 |
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| | | | | | | 100 | | | | |
| | | | | | | 35000 | | | | |

**From your analysis from 1 and 2, create your high level Porter's Value Chain Framework. Margin should be expressed as percentage estimate of the actual market cost. Compare the total cost of product or service done full in-house vs outsourced. What are your observations?**



Primary Activities / Support Activities

| Firm Infrastructure | | | | | Margin |
| Human resource management | | | | | |
| Technology Development | | | | | |
| Procurement | | | | | |
| Inbound Logistics | Operations | Outbound Logistics | Marketing & Sales | After Sales Service | Margin |



Primary Activities

| Firm Infrastructure | | 40% |
| Human resource management | | |
| Technology Development | | |
| Procurement | Gather supplies | |

**Support Activities**

| Inbound Logistics | Operations | Outbound Logistics | Marketing & Sales | After Sales Service | |
|---|---|---|---|---|---|
| | | Prepare the food | | Manager contacts Lalamove | 10% |
| | | Chef puts food in the box | | | |

**Primary Activities**

| Firm Infrastructure | | 35% |
|---|---|---|
| Human resource management | | |
| Technology Development | | |
| Procurement | Gather supplies | |

**Support Activities**

| Inbound Logistics | Operations | Outbound Logistics | Marketing & Sales | After Sales Service | |
|---|---|---|---|---|---|
| | | Prepare the food | | Manager contacts Lalamove | 10% |
| | | Chef puts food in the box | | | |