

# Value Chain and Drivers

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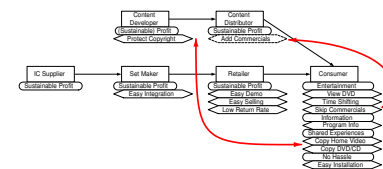
## Abstract

Products are part of a complicated value chain with many stakeholders. The stakeholders in this value chain have different interests. The interests of stakeholders can be captured in key drivers and application drivers. This presentation provides an illustration of such a value chain and shows some of the key drivers and application drivers of stakeholders in this value chain.

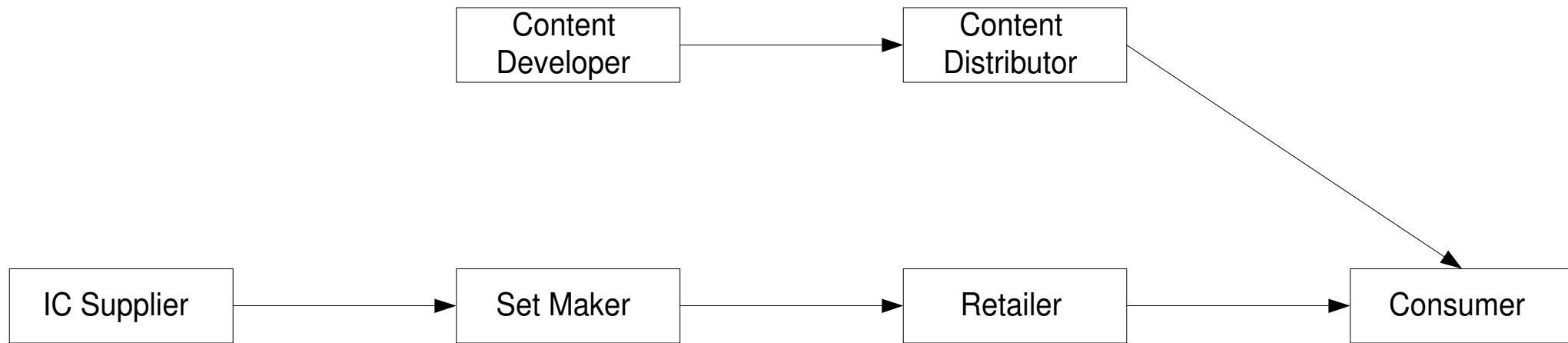
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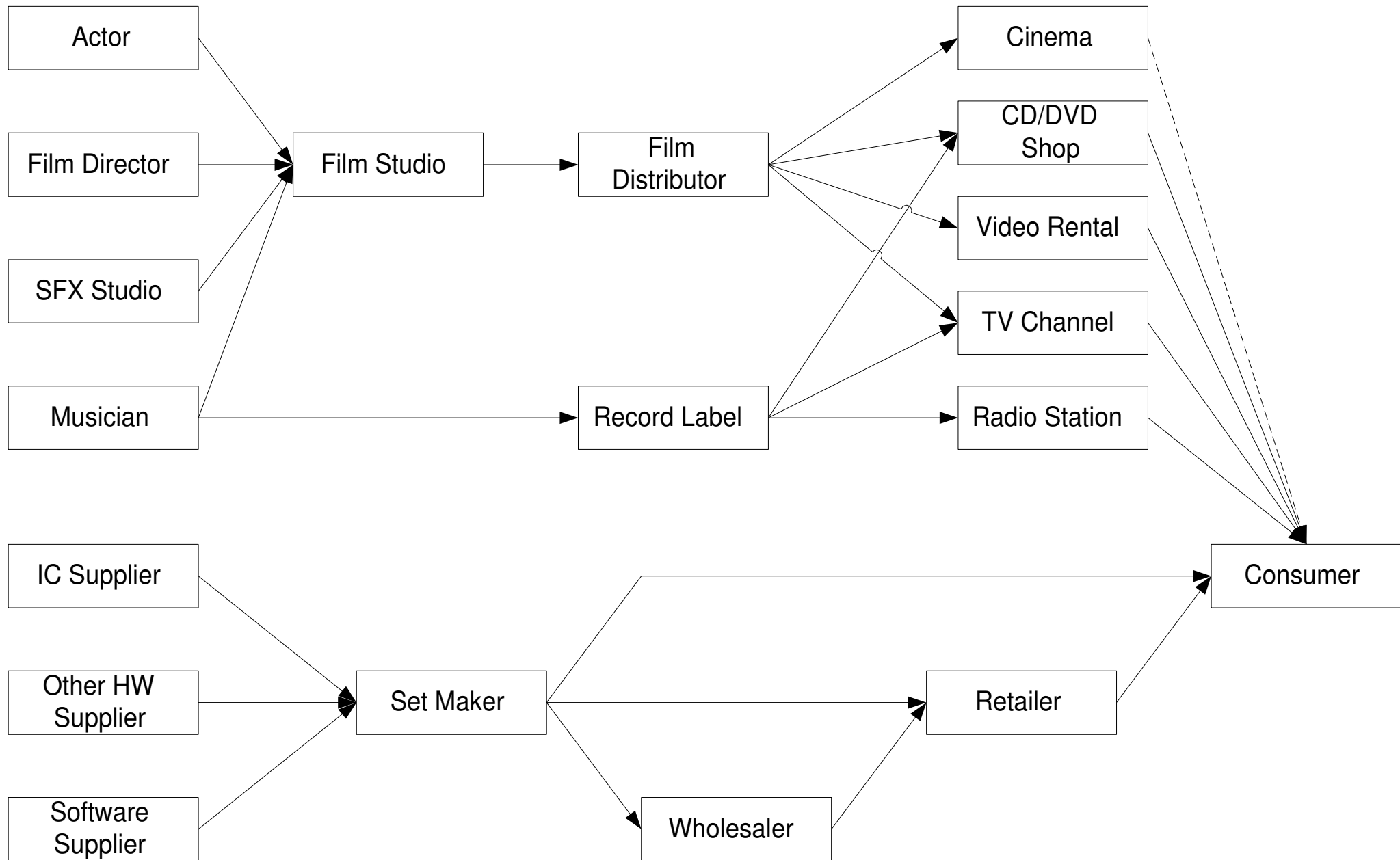
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# Example Value Chain: Hard-Disk DVD Recorder (Simplified)



# Example Value Chain: Hard-Disk DVD Recorder (Detailed)



## Consumers (Maslow's Hierarchy of Needs):

- Physiological: air, drink, food, temperature, sleep
- Safety: healthcare, home security, traffic safety
- Love/belonging:
  - Shared experiences
  - Information, communication, entertainment
  - No hassle (detracting attention from important things)
- Esteem: status symbols
- Self-actualization: support for creativity

*In formulating drivers, try to be more specific than Maslow, otherwise you don't get sufficient guidance.*

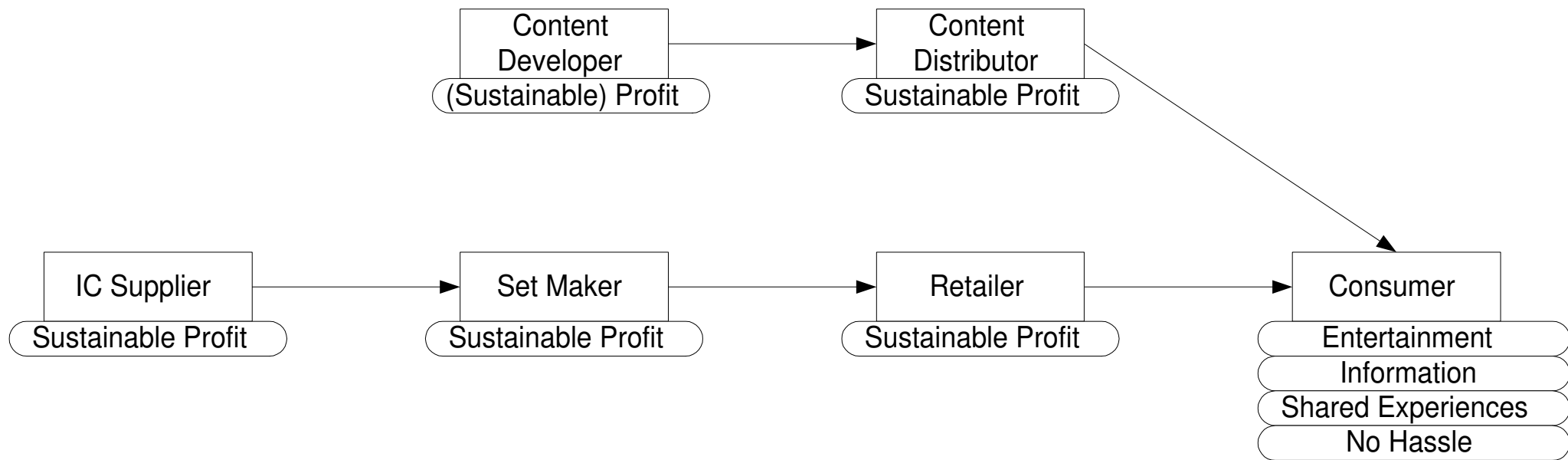
## Companies:

- Sustainable profit: keep customer happy
- Sustainable growth: also attract new customers
- Rapid growth: mainly attract new customers
- Quick profit: only need customers once

## Professionals:

- Professional pride (cf. Maslow's esteem):
- Quality of care
- Top performance

# Value Chain with Key Drivers



# Value Chain with Application Drivers

