

Value Chain and Drivers

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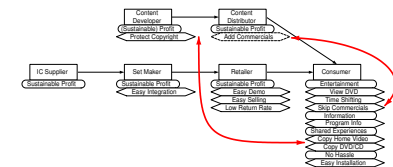
Abstract

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.

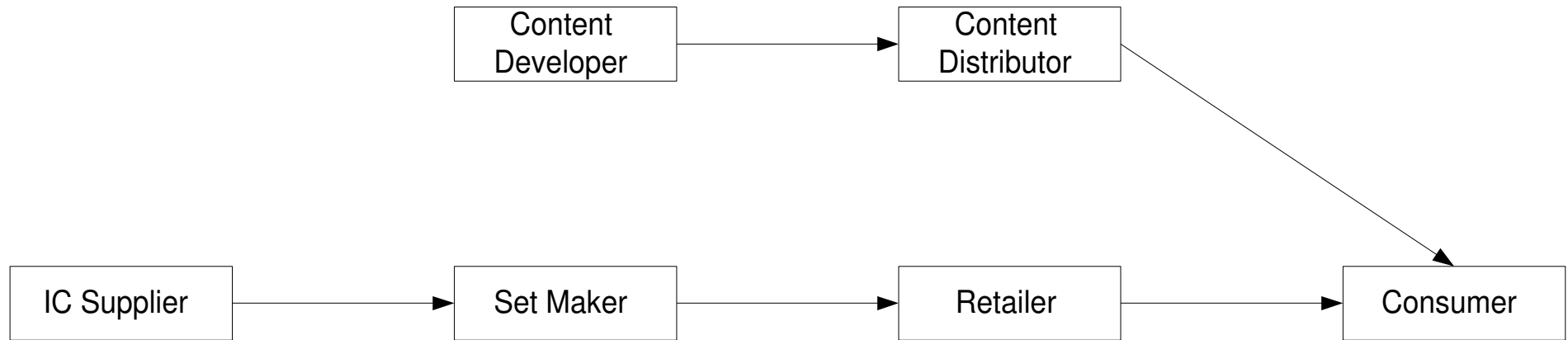
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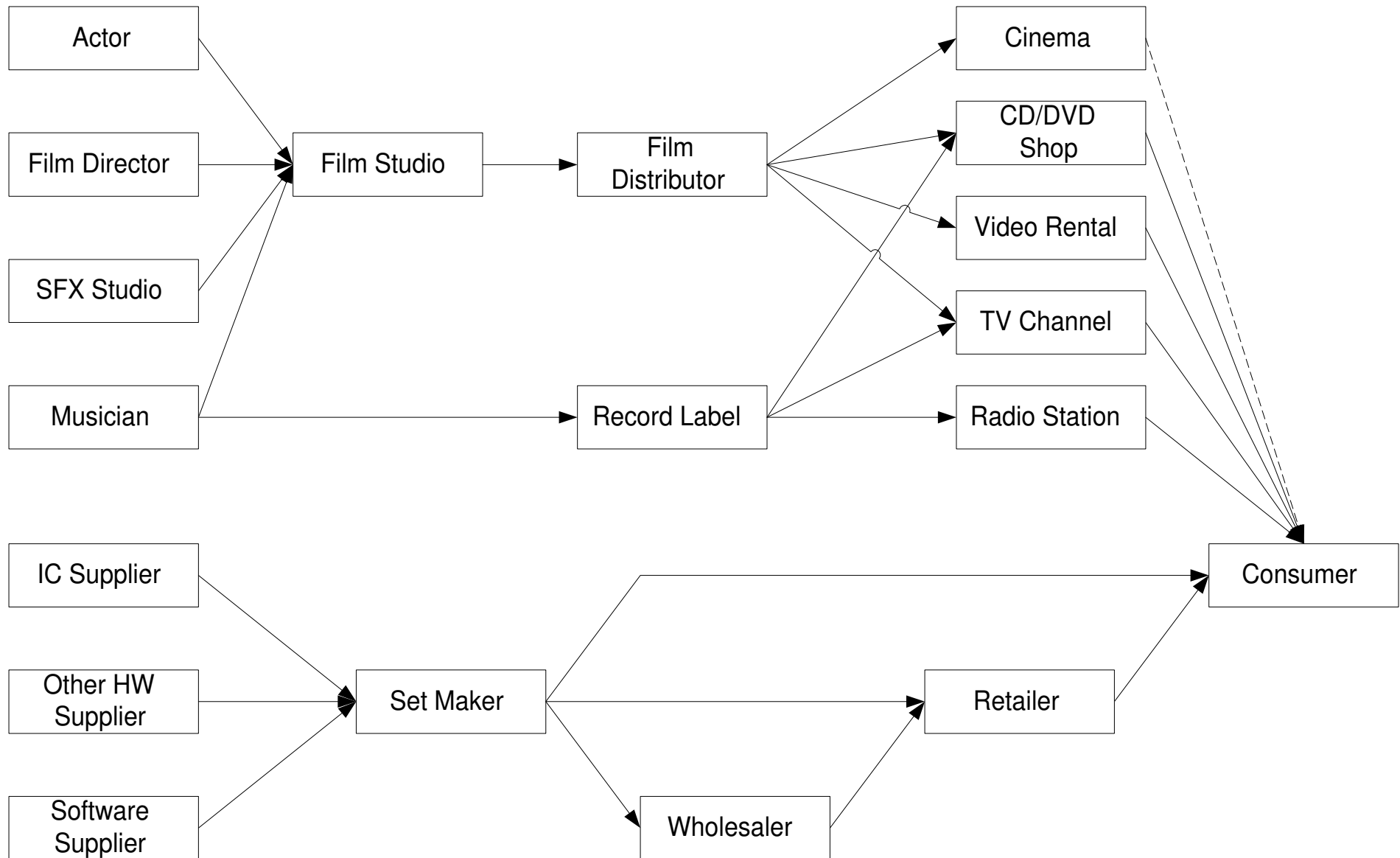
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Example Value Chain: Hard-Disk DVD Recorder (Simplified)



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.

Recurring Patterns in Key Drivers (2)

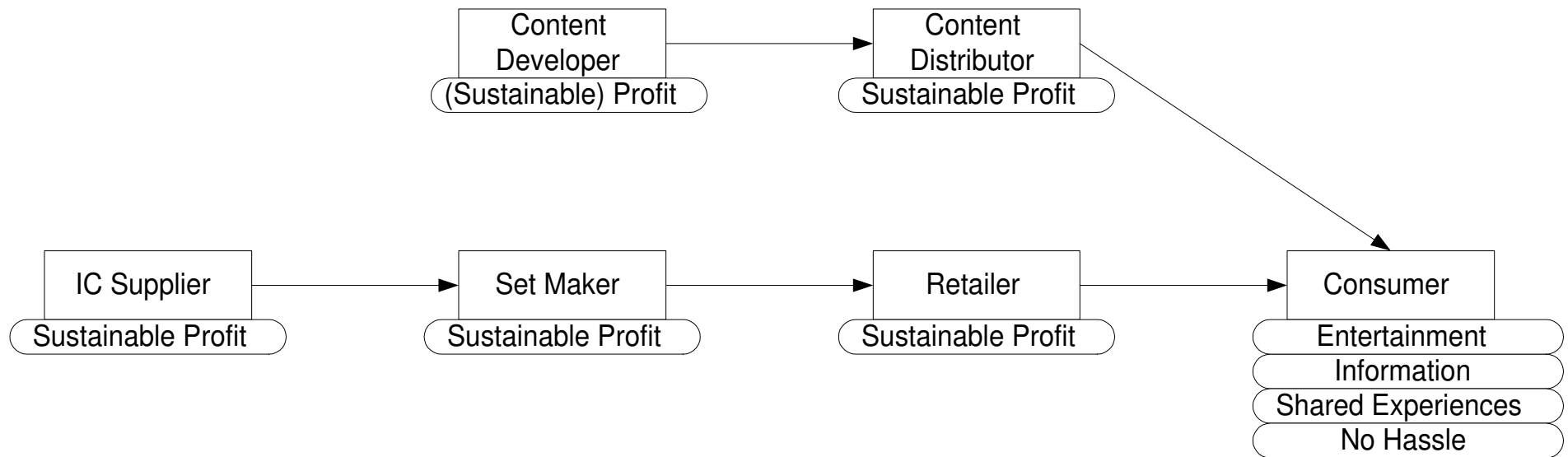
Companies:

- 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

