

# Understanding and Leveraging Value Chain



## Client:

This Program was conducted for the Management Trainees of one of India's leading diversified business corporation in the manufacturing and services sectors of Steel, Energy, Power, Communications, Shipping Ports & Logistics, and Construction.

## Program:

This Program sought to provide a conceptual basis for value chain understanding and application by including an experiential dimension. It was designed to develop value-chain related conceptual clarity, including areas of value creation through process audit and innovation. The conceptual session was backed by case-studies for each group. Participants made presentations that demonstrated the extent to which the concepts were internalized and applied. The third part of the Program involved field visits to different companies with the intention of deciphering their value chain and making recommendations for leverage and concern.

## Objectives:

- To build a conceptual clarity on the aspects of value chain
- To learn how to create value through process audit and innovation
- To learn to apply and leverage value chain
- To understand value chains of companies across industry

## Content:

- Understanding value chain as a concept
- Value migration and value grid
- Macro economic trends – vision-strategy synergy
- Five Forces of industry competitiveness
- Optimizing the value chain
- Value chains of different companies and presentation (Field visit)
- Opportunity seeking: value creation and innovation
- Problem solving and problem finding framework
- Case Analysis – Wal-Mart/ MacDonaldd in India/ Dabbawalas of Mumbai/ Mahindra Scorpio/ Mittal Steel/ Bharati Airtel/ Eureka Forbes/ World Oil Markets

## Duration:

Three days

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### Par Excellence

610, Cosmos, Sector 11, CBD Belapur, Navi Mumbai 400 614 **Phone:** +91-22-2757 8760

**E-mail:** [contact@parexcellence.org](mailto:contact@parexcellence.org) **Web:** [www.parexcellence.org](http://www.parexcellence.org)