## The Value Chain - Session Overview

## **Approach**

- Session Overview
- 'The Value Chain' A Definition
- What Is The Value Chain
- Who Is In The Value Chain
- Why Is It Important

## **Challenges**

- Consumers Role
- Customers Role
- Suppliers Role

## Solution

- Recap
- Bringing It All Together
- Value Chain A Working Example & Exercise
- Session Wrap-Up



