

ValueLinks

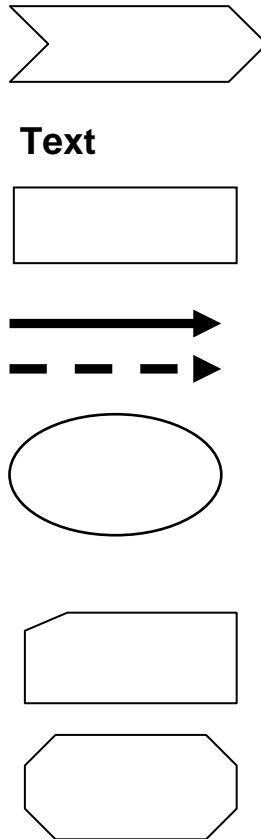
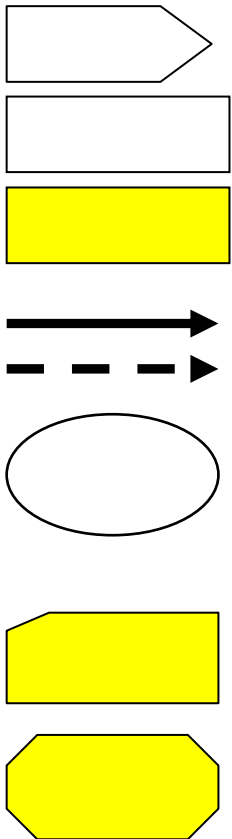
Chain Mapping Symbols in Workshops and Documents

Card shapes & colour code used in workshops and training seminars

Shapes for word documents in black&white

Levels of the value chain (VC) at which the symbol is used

Micro level of the VC



VC stage

Specific business activity

Value chain operator

Links between operators

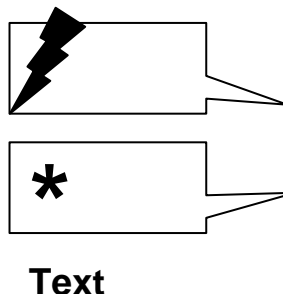
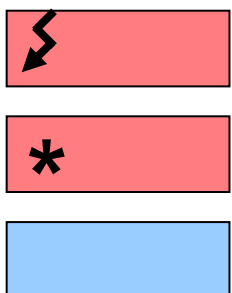
End market of value chain

Meso & Macro level

Value chain supporter

Value chain enabler

All levels of the VC



Constraint

Potential

Action