**PRIMARY**

**ACTIVITIES**

**SUPPORT**

**ACTIVITIES**

**CUSTOMER**

**MERCHANT**

**COMPANY**

**SUPPLIER**

**DISTRIBUTOR**

**SERVICES**

**MARKETING & SALE**

**OPERATIONS**

**OUTBOUND**

**LOGISTICS**

**INBOUND**

**LOGISTICS**

**PROCUREMENT**

**TECHNOLOGY DEVELOPMENT**

**HUMAN RESOURCE**

**FIRM INFRASTRUCTURE**

**MARGIN**

**MARGIN**

**VALUE CHAIN ANALYSIS**