The Contemporary Value Chain in Action

Unit 1 Assignment

Student Name

Purdue University Global

GB570: Managing the Value Chain

Professor Name

Date (Month, ##, 201#)

The Contemporary Value Chain in Action

This first section is a one or two paragraph (s) introduction to your paper. APA formatting does not use a section header named “Introduction,” instead the first section after the main header assumes the content is introductory information. The above main header should not be bolded. This first introductory area is good place to set the tone for the subsequent content. It is important the paper’s content demonstrates original thought and exhibits appropriate judgments, conclusions and assessment based on evaluation and synthesis of information. The main points of the paper should be developed clearly. Supportive arguments should be logical**.** Content should be appropriate to the assignment, interesting, accurate, and concise. Any item listed on the references page must also be applied and cited within the paper. All papers in this class require APA formatting.

This Unit 1 assignment requires a 4–6-page paper, not including title and reference pages, applying at least four of the elements in the Contemporary Value Chain Model. You will also suggest how the company can improve the customer experience by fixing value chain elements. This is your opportunity not only to see where the brand’s value chain was not working properly, but to recommend what needs to be done so future customers have delightful experiences. This assignment is an opportunity for you to relate what you learned about the Contemporary Value Chain Model to your own knowledge and experience. The purpose of the Assignment is for you to demonstrate a graduate level understanding of the direct correlation between the elements comprising the Contemporary Value Chain and your purchase experience.

Write your paper using first person (“I,” “me”) perspective. This template is already APA formatted: 1” margins, ½” new paragraph indents, 12 pt. Times New Roman font, title page, one line page headers with page numbers, double line spaced and a separate references page. When you use references in your paper to support your content, be sure to apply the APA in-text reference citation format. Any item listed on the references page must also be applied and cited within the paper. If you use verbatim quotes, place the words within quotation marks, cite the reference and include a page number. If the quote ends a sentence, place the period after (and not before) the in-text reference citation parentheses.

When you use section headers after the main section header above, center and bold them. Note that this paper’s header (page headers are limited to no more than four words per APA), the title of the paper on the title page, and the main header above use the same words.

**Description**

In this section, describe a horrible purchase experience, one you will never forget and perhaps because of it you will never buy anything from that brand ever again. Perhaps you told other people how shockingly bad this purchase experience was. Describe this purchase experience; include where, when, why, the product, the brand name, and explain the details of this bad, sadly memorable purchase from the beginning, from when you first considered the purchase, to the eventual purchase transaction and outcome. Do you think you were a target market customer? Why or why not? Why did you choose their product? Be specific.

If you use sub-section headers, they should be left justified, bolded but not italicized and not underlined. Paragraph content in the sub-sections should remain the same (1” margins, left justified, with ½” new paragraph indentations).

**Recommendations**

Consider your Library research from the Unit 1 Discussion and Chapter 1 of your textbook. Internet references are not accepted for this Unit 1 Assignment, although you may use internet research for your own learning. At least two different sources are required to be used as references for this Assignment, one from the textbook and at least one from at least one Library article.

In this section, recommend what the (brand name) company could/should have implemented within their value chain to have ensured your experience was not bad, but instead left you with surpassed expectations (a delighted customer). Be specific and identify value chain components by name.

If you use sub-section headers, they should be left justified, bolded but not italicized and not underlined.

Your recommendations will describe value chain-related processes, steps, and phases you believe the company should have implemented in order to make sure your purchase experience was delightful (surpassed expectation and perhaps made you brand loyal).

**Conclusion**

In this section, summarize the paper’s content without introducing any new information. This is the last section of the paper. There is a subsequent page break included so the next page appears as a new page listing the applied and cited references.

References

Presutti, Jr., W.D., & Mawhinney, J. R. (2013). *Understanding the dynamics of the value chain*. New York: Business Expert Press, LLC.

-----

*Note: At least two different sources are required to be used as references for this Unit 1 Assignment, one from the textbook and at least one from at least one Library article. Internet references are not accepted for this Unit 1 Assignment, although you may use internet research for your own learning.*

*Note: when you apply and cite references within your paper, use a separate References page. The word “References” should not be bolded. How to format the textbook source using APA is included above. Refer to the Academic Tools area “APA Style Central” regarding how to correctly format Library materials.*

*Note: References should be listed in alphabetical order.*

*Note: When you include more than one reference, do not add an extra line space between the references.*

*Note: the formatting for margins on this page indents the word wrap ½ inch.*

*Note: all APA line spacing for all content of all papers must be set as follows:*

Go to Page Layout

Go to “Spacing”

See the settings area:

*Before = 0*

*After = 0*

Check the box “Don’t add space between paragraphs of the same style”

*----*

**Delete all of the red font and the directions included within this template before you submit your own paper to the Dropbox. Be sure to run spell check, grammar check, and proofread your paper.**

**The university’s Writing Center is available to review your paper, and if you tell them you are in the MBA program, you will receive priority turnaround.**