

FIRM COMPETITIVENESS GROWTH THROUGH VALUE CHAIN ACTIVITIES

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***Abstract:** Value chain shows the total value and is made up of value activities and value margin. Value activities are distinct activities from physical and technological point of view, developed by the firm. These are the “stones” with the help of which a firm creates a valuable product for its buyers. The value margin is the difference between total value and the collective cost of value activities.*

*Key words: value chain, total value, value activities, value margin
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