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| --- | --- | --- |
| Primary Activities: | Offers Competitive  Advantage? (Y/N) | Describe how Kroger creates value with this activity |
| Partnering with vendors |  |  |
| Inbound logistics |  |  |
| Operations – operating stores |  |  |
| Operations – manufacturing |  |  |
| Outbound logistics |  |  |
| Marketing and sales |  |  |
| Service |  |  |
| Secondary Activities: |  |  |
| General administration |  |  |
| Human resource management |  |  |
| Technology development |  |  |
| Procurement (supplies) |  |  |