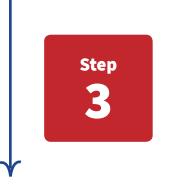
## **AUSTRIAN CAPITAL THEORY AT WORK**

Organizational design, cutting-edge business structures, and high-response business models.

	MAKE SURE YOU CAN ANSWER THIS QUESTION:	
Step 1	<ul> <li>What does our firm do uniquely to create customer value?</li> <li>Measured by future revenue streams from customers.</li> <li>Built on unique value perceptions: <ul> <li>Absolute value ("worth it")</li> <li>Superior to direct and indirect substitutes</li> <li>Preferred now (versus choice of delayed purchase)</li> </ul> </li> </ul>	
Step 2	ATTEMPT TO DIVIDE AND GROUP ASSETS	
	Which assets and asset-resource combinations contribute to unique value creation?	
↓		

Non-Contributing Assets (Candidates)	Contributing Assets	Unclear
<ul> <li>Real Estate</li> <li>Overhead</li> <li>Compliance</li> <li>Benefits / HR</li> <li>Accounts Receivable</li> <li>Inventory</li> </ul>	<ul> <li>Finished goods production</li> <li>Customer Service</li> <li>Customer-facing tech</li> <li>Consumer research</li> <li>Marketing</li> <li>Selected supplier contracts</li> </ul>	- Non customer-facing tech - Selected supplier contracts



## **REPEAT AND REVIEW**

Repeat and review this analysis frequently. What has changed in consumer preferences or the market environment? Should my asset combinations be revised or re-organized?



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