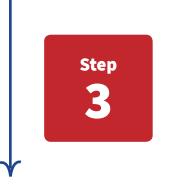
AUSTRIAN CAPITAL THEORY AT WORK

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

	MAKE SURE YOU CAN ANSWER THIS QUESTION:	
Step 1	 What does our firm do uniquely to create customer value? Measured by future revenue streams from customers. Built on unique value perceptions: Absolute value ("worth it") Superior to direct and indirect substitutes Preferred now (versus choice of delayed purchase) 	
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
 Real Estate Overhead Compliance Benefits / HR Accounts Receivable Inventory 	 Finished goods production Customer Service Customer-facing tech Consumer research Marketing Selected supplier contracts 	- 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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