

Expedia value chain

Business



Expedia Value Chain The value chain of an organization consists of all activities that are performed in order to achieve a competitive advantage in the industry. According to Michael Porter (1985), the value chain consists of two types of activities, (1) primary activities and (2) support activities. Primary activities include inbound logistics, operations, outbound logistics, marketing and sales, and service. Secondary activities include procurement, human resource management, technological development, and infrastructure. Expedia is an exclusively online travel company that provides a wide variety of travel services such as cheap flights, hotel bookings, car rentals, vacation packages, and so on. The company uses technology in order to create an interface that enables customers to make bookings and reservations online. It is partnered with similar services helping its customers to search and sort cheap flights, hotels, car rentals, holiday destinations, and so on.

Expedia partners with industry experts including Hotels. com, Egencia, Venere, Hotwire, etc.

The technology department at Expedia works to allow customers to make their reservations online through the company interface.

Such activities occur electronically to send customers their receipts.

The Sales department takes care of all sales and support services provided

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by the company. Expedia runs social media marketing campaigns and also runs an affiliate program.

The customer support staff is present to assist customers with the service.

References

Porter, M. (1985). *Competitive Advantage* (1st ed.). New York: Free Press.