Types of value adding

Customers (B2C)

- Usability
  - Reliability
  - Availability
  - Maintainability
- Physical health
  - Fitness
  - Sport
  - Medication
- Aesthetics
- Status
- Newness
  - Early adopters
- Self-actualisation
  - Education
- Environmental care
  - Natural
  - Social
- Ethical behaviour
  - Unashamedly ethical
- Social inclusion
  - Community
- Other

Businesses (B2B)

- Usability
  - Reliability
  - Availability
  - Maintainability
- Lower risk
  - Enhancing score card
  - Risk mitigation
- Saving time
  - Improving efficiency
  - Efficient communication
- Saving/making money
  - Intentionally profitable
  - Sales & marketing
- Enabling function
  - Integration
  - Training & skills development
  - Mentoring & coaching
  - Consulting
- Convenience
  - On demand
  - Accessable
- Quality
- Customizable
- Manufacturing & production
  - Agricultural sector
  - Motor industry
  - Energy sector
  - Steel sector
  - Mining sector
- Building & construction
- Other