## **Resource VRIO Example**

Resource	Value	Rarity	High Cost to Imitate	Organization	Value Creation
Specialized Labor		X	×		Parity
Quality Ingredients		X		<b>1</b> • • • • • • • • • • • • • • • • • • •	Parity
Process Standardization		X			Parity
User Experience		X			Parity
Supplier Partnership		<b>1</b>			Sustainable Advantage
Brand Awareness					Sustainable Advantage