**ASSESSING THE PRIMARY VALUE ADDING ACTIVITIES**

**INBOUND LOGISTICS**

* Does a materials control system exist? How well does it work?
* Does an inventory control system exist? Which one? How efficient is it?
* How are raw materials handled and warehoused?
* Are raw materials handled and warehoused safely and efficiently?

**OPERATIONS**

* Compared to our competitors, how productive is our equipment?
* How efficient is our plant layout? Can it be improved?
* Are production control systems in place to control quality and reduce cost? How efficient and effective are they in doing so?
* Are we using the appropriate level of automation in our production processes?

**OUTBOUND LOGISTICS**

* Are finished products delivered in a timely fashion to customers?
* Are finished products efficiently delivered to the customer?
* Are finished products warehoused efficiently?

**MARKETING AND SALES**

* To identify customer segments and needs, is marketing research used?
* Are sales promotions and advertising innovative? Are there any?
* Have alternative distribution channels been evaluated?
* How competent is the sales force? How motivated are they?
* Does our organisation present an image of quality to our customers?
* Does our organisation have a favourable reputation?
* How brand loyal are our customers? Does our brand loyalty need improvement?
* Do we dominate the various market segments we are in?

**CUSTOMER SERVICE**

* Do we solicit customer input for product improvement?
* Do we handle customer complaints promptly and effectively?
* Are our product’s warranty and guarantee policies appropriate?
* Do we effectively train employees in customer relations and service issues?
* Do we provide replacement parts and repair services promptly and effectively?