**CHECKLIST**

**BENCH MARKING CONSIDERATIONS**

Below are some considerations to help you assess and define your business performance.

**Defining the Consumer Need**

* Market research
* Consumer Satisfaction Index
* Demographic Considerations
* Consumer Trends
* Competitor Research
* Unique Selling Proposition

**Design Process**

* Materials needs
* Communication needs
* Packaging needs
* Design cycle time
* Personnel requirements
* Future trends
* Competitor standards
* Cost considerations
* Sustainability Issues

**Materials Purchase**

* Vendor relations
* Materials inventory management
* Quality of materials
* Storage needs
* Delivery time
* Cost considerations
* Personnel & Equipment needs
* Alternatives

# Production Process

* Policy
* Quality control
* Facility needs
* Inspection
* Equipment needs
* Cost considerations
* Personnel needs
* Parts availability

Assembly time

Returns and repairs

# Packaging

* Consumer input
* Labeling
* Distributor input
* Instructions
* Materials needs
* Quality control
* Facility needs
* Inspection
* Equipment needs
* Cost considerations
* Personnel needs
* Returns and repairs

# Inventory

* Routing needs
* Storage needs
* Average time in inventory
* Inventory controls
* Just in time production

**Distribution and Delivery**

* Distributor input
* Personnel needs
* Inventory control
* Quality control
* Methodology
* Inspection
* Facility needs
* Equipment needs
* Location of Delivery
* Cost considerations
* Mechanisms for delivery

# Direct presence

* Shipment method
* Email

# Software

# Contact No.

# Truck/Rail

# Waste Management

* Recycling
* Cost considerations
* Low waste materials
* Alternative uses

**Health and Safety**

* Workers’ compensation and disability claims [BENEFITS]
* Wellness programs
* Ergonomics
* Equipment maintenance
* Absenteeism, lateness, repair, and replacement
* Health insurance claims

**Customer Service**

* Goods and services availability
* Warranties and guarantees
* Returns, repair and replacement
* Cost considerations
* Feedback mechanisms [SURVEYS.]

**Marketing Issues**

* Unique selling proposition
* Joint venture and host possibilities
* Consumer education efforts
* Pricing considerations
* Advertising
* 800 numbers
* Direct mail
* On-line marketing
* Email on demand
* Pagers
* Sales representatives
* Seller and distributor assistance
* Retailing sales
* Telemarketing
* Cost considerations
* Catalogue sales
* Public relations
* Rebates, coupons, and other incentives
* Newsletters

**Internal Communication Systems**

* Bulletin boards
* Accounting systems
* Open-book management
* Meetings
* Employee surveys
* Performance/Peer reviews
* Email
* Intranet

**Personnel Issues**

* Hiring/Rehiring
* Testing
* Orientation
* Outsourcing
* Training
* Retentions/turnover
* Team building
* Terminations
* Performance review process