**ASSESSING THE PRIMARY ACTIVITIES IN THE VALUE CHAIN**

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**INBOUND LOGISTICS**

* Is there a materials control system? How well does it work?
* What type of inventory control system is there? How well does it work?
* How are raw materials handled and warehoused?
* How efficiently are raw materials handled and warehoused?

**OPERATIONS**

* How productive is our equipment as compared to our competitors?
* What type of plant layout is used? How efficient is it?
* 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 customer?
* Are finished products warehoused efficiently?

**MARKETING AND SALES**

* Is marketing research effectively used to identify customer segments and needs?
* Are sales promotions and advertising innovative?
* Have alternative distribution channels been evaluated?
* How competent is the sales force? Is their level of motivation as high as it can be?
* Does our organization present an image of quality to our customers?
* Does our organization have a favorable 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**

* How well do we solicit customer input for product improvement?
* How promptly and effectively are customer complaints handled?
* Are our product warranty and guarantee policies appropriate?
* How effectively do we train employees in customer educations and service issues?
* How well do we provide replacement parts and repair services?