

VALUE-ADDED IDENTIFICATION FORM

Customer Value Focus

Section 1: Process Overview

Process Name: Donut Production

Department / Area: Bakery Production Line

Completed By: Max Output

Date: 5/04/2026

What is the final product/service delivered to the customer?

Finished, cooked donut ready for consumption

Who is the customer? (internal or external)

Internal: Packaging / Distribution team

External: Consumer / Retail customer

Section 2: Customer Value Definition

What does the customer pay for in this process?

A cooked, fresh donut with the correct taste, texture, and appearance

What outcome or result must be achieved?

Raw ingredients are transformed into a fully cooked, shaped, and finished batch of donuts ready to eat

What does 'done right' look like?

- Correct shape and size
- Properly cooked (not under/overdone)
- Consistent texture
- Correct flavour
- No defects or rework

Section 3: Value-Added Steps Only

Value-Added Activity	How it Changes the Product/Service	Time (min)	Right First Time? Yes/No
Mix ingredients into dough	Raw ingredients → combined dough	5	Yes
Form dough into donut shapes	Dough mass → individual donut shapes	3	Yes
Cook/fry donuts	Raw dough → cooked donut	4	Yes
Add glaze/topping	Plain donut → finished product	2	Yes
Cool to final edible state	Hot product → ready-to-eat donut	3	Yes

Section 4: Total Value-Added Time

Total Value-Added Time: **17** minutes

Section 5: Reflection

How many steps were truly value-added? **5**

Does this feel low compared to the total process time? Yes No

What surprised you?

Most of the production process time is not value-added. Activities like moving trays, waiting for cooking batches, cleaning, and handling materials are not included even though they take significant time.

If you could double your value-added time, what would you change?

Reduce waiting between steps, improve flow of materials, optimise layout, and ensure tools and ingredients are always ready so more time is spent actually making donuts.