

Scale of production

THREE SCALES OF PRODUCTION

HIGHLY SKILLED WORKERS, CONSTANT DISCUSSION WITH CLIENT SPECIALIST AREA OF WORK SUCH AS FURNITURE, JEWELLERY

UNIQUE PRODUCT EACH TIME, PRODUCTS CAN BE MADE TO MEASURE

VERY EXPENSIVE, YOU MIGHT HAVE TO WAIT A LONG TIME FOR THE ITEM TO BE MADE

ONE OFF



PRODUCTION LINE SET UP, WORKERS SEMI SKILLED AND FLEXIBLE, PARTS OFTEN BOUGHT FROM OTHER COMPANIES AND ASSEMBLED

QUICK RESPONSE TO CUSTOMERS' DEMANDS, PRODUCTION LINE CAN BE CHANGED QUICKLY

TOOLS NEEDED TO BE RESET FOR NEW PRODUCTION RUN

BATCH



SEMI-AUTOMATED WITH MUCH COMPUTER CONTROL, HIGH LEVEL OF INVESTMENT IN MACHINERY

LOW UNIT COSTS, CAN OPERATE 24/7

INITIAL MACHINERY AND TOOLING COSTS ARE VERY HIGH

MASS

