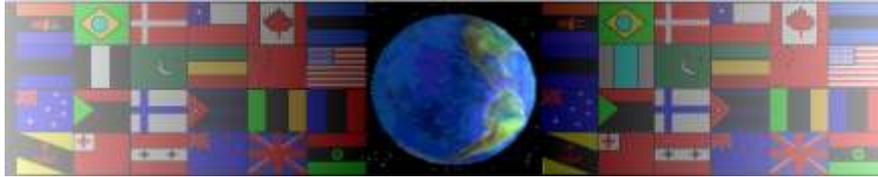


SCALES OF PRODUCTION

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On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

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SINGLE ITEM MANUFACTURE

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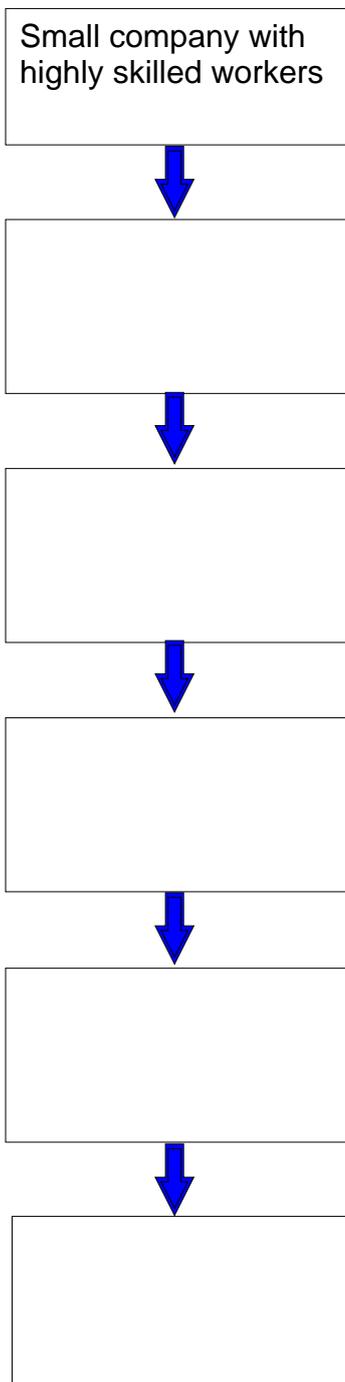
During the design process you will have to decide how your project will be manufactured (made) in industry. Your final design could be manufactured by continuous production, batch production or single item production. Your choice will depend on a number of factors the most important being the customer or number of customers.

WHAT IS SINGLE ITEM PRODUCTION ?

This is when only one item is made and is sometimes called 'one-off production'. Sometimes a company will make one item and test it to see if it works or if it needs to be improved. This is called a prototype. Single item manufacture usually involves skilled people carefully making a special product for a customer, such as a piece of jewellery.

Complete the flow chart below by adding a description of each stage using key words and phrases only. The first stage has been completed for you.

CASE STUDY - SPECIALIST GUITAR MANUFACTURERS



This company is made up of two people. They make guitars for customers who are serious musicians and want an 'exclusive' design. When made, the guitar will be expensive because it will be hand made from quality materials and its manufacture will require individual craft skills as well as a long time.
of time.

Usually a customer will want an unusual or special item made, in this case a five string bass guitar for a professional musician. An ordinary guitar will not produce the quality of sound that is needed.

A customer who is prepared to spend a lot of money on a specially made product will want individual attention. A professional musician will want to try out a selection of guitars and see examples before deciding on the final design. This will include meeting regularly with the designer.

When the customer has discussed designs, materials and cost with the company he/she has to make the final decision regarding exactly the design they want. The designer often meets the musician to help him/her take important decisions until they are ready to make the bass guitar.

The guitar is made by skilled workers. This takes a long time and may take weeks to complete.

Question:

How does single item production differ from batch production and continuous production?
