Badji Mokhtar – Annaba University
Faculty of Economics and Management Sciences
L.MD 1st Year Departement

Sexion: A Professor: KHOUALDIA
Module: English

LESSON 10: Production

A- Products

A product can be:
-something natural.
-something made to be sold.
-a service.

Produce refers to agricultural products such as crops or fruit. For example, you can buy fresh products at a farmers' market.

Something that is made is produced or manufactured.

A country or company that produces something is a producer of it.

A company that manufactures something is a maker or manufacturer of manufactured goods.

B-Mass production

I'm Steve and I'm head of car production at a manufacturing plant. 'Plant' sounds more modern than factory or works. On the assembly line, we mass-produce cars. The plant is highly automated: we use a lot of machinery. These machines are expensive to buy b very cost-effective - we don't have to pay them wages! We use industrial robots. These robots are part of the **CADCAM** system of computer-assisted design and manufacturing."

Computer **a**ided **d**esign BrE: labour-intensive
Computer **a**ided **m**anufactory AmE: labor-intensive

"My name's Paul. I have a little **workshop** where I produce furniture ordered by individual customers. We don't use machinery: the furniture is **hand-made**. Producing furniture like this is a **craft industry.** It is very **labour intensive**; it takes a lot of work to produce each piece. Many people dislike the furniture companies **churn out** in large numbers on their large production lines, so we have a lot of costumers."

C. The production process

Manufacturing takes place in a plant. The process can be capital-intensive (requiring a lot of finance) or labour-intensive (demanding manpower). If the operation is efficient at transforming inputs (materials, labour and information) into finished goods, then there is a high level of productivity. The matufacturing process consists of many stages:

1. Planning this involves trying to bring together customer demand with operational issues of volume, timing, and the purchase of materials. A bill of materials is produced, this is compared with the existing inventory, and any necessary purchases are made.

2.Sequencing A supervisor decides which workstation (machine or employee) will carry out which tasks 2 in which order

3. Scheduling: the supervisor decides when particular tasks should start and finish.

4. Dispatching: the supervisor authorizes asks to begin (giving detailed instructions).

5. Loading: materials or parts are introduced to an oporation so that it can begin. A robot loads an assembly line with a new component, an operator loads a machine with raw materials.

6. Monitoring: this involves checking progress, eliminating bottlenecks, and identifying and solving problems.