

 Learning goals

- ✓ Describe job production and flow production
- ✓ Give examples of each
- ✓ State advantages and disadvantages of each
- ✓ Explain when each method is appropriate

 Key words

 **Job production** Making one-off or customised products for individual customers.

 **Flow production** Making large quantities of identical products on a continuous line.

 **Unit cost** The cost of making one item.

 **Economies of scale** Lower unit costs that come from producing in large quantities.

 **Standardised** Made the same way every time, with no differences.

 What you need to know

Job production



one-off · customised
high quality · high cost

Flow production



many identical · continuous
low unit cost · less flexible

Job production makes one-off items; flow production makes many identical ones.

1. Job production

Job production means making one-off or customised products to meet an individual customer's needs. Examples are a wedding cake, bespoke furniture, or a tailored suit. The work is skilled and flexible, so quality is high — but each item takes time, so the **unit cost** is high.

"Job production makes one-off, customised products to a high standard."

2. Flow production

Flow production means making large quantities of identical products using a continuous process. Examples are cars, bottled drinks and packaged food. Because the products are **standardised** and made in huge numbers, the business gains **economies of scale**, so the unit cost is low — but the line is hard to change if customer tastes shift.

3. Comparing the two

Job production

- ✓ High quality and very flexible.
- ✓ Can be customised for each customer.
- ✗ High unit costs.
- ✗ Slow — not suited to large numbers.

Flow production

- ✓ Low unit costs from economies of scale.
- ✓ Fast — suits high, steady demand.
- ✗ Low flexibility if tastes change.
- ✗ High set-up cost for the production line.

4. When is each appropriate?

Use **job** production when products are customised and demand is low — like a one-off cake. Use **flow** production when demand is high and the product is standardised — like bottled drinks. Chickie Wicky's meals are standardised and made in huge numbers, so a flow-style process suits its kitchens; a bespoke cake shop next door would use job production.

 Test yourself

Cover the answers below, answer Q8–Q16, then check.

Q8 What is job production?

Q9 Give one example of job production.

Q10 State one advantage of job production.

Q11 State one disadvantage of job production.

Q12 What is flow production?

Q13 Give one example of flow production.

Q14 State one advantage of flow production.

Q15 State one disadvantage of flow production.

Q16 When is flow production most appropriate?

ANSWERS

A8 Producing one-off or customised products to meet individual customer needs.

A9 A wedding cake, bespoke furniture, a tailored suit.

A10 High quality and flexibility.

A11 High unit costs.

A12 Producing large quantities of identical products using a continuous process.

A13 Cars, bottled drinks, packaged food.

A14 Low unit costs due to economies of scale.

A15 Low flexibility if customer tastes change.

A16 When demand is high and products are standardised.