



1. Production methods SVT uses

Mass production: Mass production is the manufacture of large quantities of standardized products, frequently using assembly line or automation technology.

Characteristics:

- Mass markets
- Low unit costs
- Capital intensive
- The two methods are interrelated. In most cases, to achieve mass production, the flow production method is necessary.

Advantages	Disadvantages
<ul style="list-style-type: none"> • Faster production • Economies of scale • Standardized product • Automated process • Lower unit costs • Reduces time wastage 	<ul style="list-style-type: none"> • High capital expenditure needed • Demotivated employees due to repetitive jobs • No flexibility for customization • Failure of machine may interrupt the whole production

Process production: Process manufacturing is the production of goods by combining supplies, ingredients or raw substances using a formula or recipe.

Characteristics:

- Process production is a mass production that involves a series of processes which raw materials go through
- Continuous production
- Capital intensive

Advantages	Disadvantages
<ul style="list-style-type: none"> • Economies of scale • Lower unit costs • Processes can normally be automated which reduces unit costs. • Large quantities can be produced. • Ideal for products which have to be of a consistent quality 	<ul style="list-style-type: none"> • Heavy capital expenditure required in process design and production equipment / facilities. • Difficult and disruptive if the production process has to be stopped. • Little opportunity to make different versions of the product.

2. Methods of managing quality for SVT

Benchmarking: A method of comparison of the quality of an organization's policies, products, programs, strategies and their comparison with standard measurements, or similar measurements of its competitors.

Advantages	Disadvantages
<ul style="list-style-type: none"> • Fast and cheap way to solve problems through comparison • Focus on areas of significance for customers • Increases competitiveness • Identifies better ideas for improvement and innovation 	<ul style="list-style-type: none"> • Copying ideas and practices of other firms • Costs of comparison may not be recovered from improvements • Increased costs to implement the changes and improvements identified

Quality circles: groups of employees who meet regularly to discuss ways of resolving problems and improving production and quality in their department/organization.

Advantages	Disadvantages
<ul style="list-style-type: none"> • Encourages discussion • Improves motivation • Makes use of employees' knowledge and experience of all levels • It can be implemented in any company 	<ul style="list-style-type: none"> • Employees must be engaged in improving quality • Possibly training needed • Cost of training • Must be supported by the managers

Total Quality Management is a management framework based on the belief that an organization can build long-term success by having all its members, from low-level workers to its highest ranking executives, focus on improving quality and, thus, delivering customer satisfaction.

Advantages	Disadvantages
<ul style="list-style-type: none"> • Motivation for employees • Competitive advantages as customers' needs at the centre • Cost-effective • Brand reputation on high quality and consistency 	<ul style="list-style-type: none"> • Requires change in attitude and commitment • Training costs • Not all workers motivated by job enrichments or empowerment • Accreditation fees may need to be paid