

## 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 produce 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**.

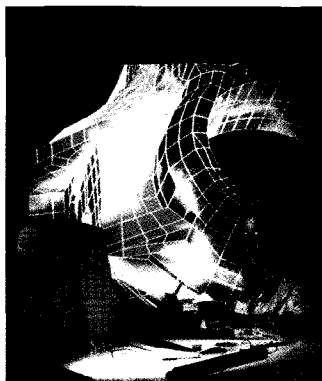
## B

## 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 but 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.'

BrE: **labour-intensive**  
AmE: **labor-intensive**

'My name's Luke. 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's very **labour-intensive**: it takes a lot of work to produce each piece. Many people dislike the furniture that big companies **churn out** in large numbers on their **production lines**, so we have a lot of customers.'



CADCAM system



Craft industry

## C

## Capacity and output

**Output** is the number or type of things that a plant, company, industry or country produces. **Productivity** is a measure of how much is produced in relation to the number of employees. High output per employee = high productivity.

The maximum amount that a particular plant, company or industry can produce is its **capacity**. If it is producing this amount, it is **working at full capacity**. If it is producing more than what is needed, there is **overproduction** or:

- **excess capacity**
- **overcapacity**
- **spare capacity**
- **surplus capacity**

These expressions can also be used in service industries.

If far too many things are produced, there is a **glut** of these things. If not enough goods are being produced, there is a **shortage**.

**16.1** Complete this table with words from A opposite.

Verb	Noun: person/organization	Noun: process	Noun: thing
make	maker	×	×
		manufacturing	
produce: non-food		production	
produce: food		production	

**16.2** Rearrange these lines to make a text containing words from B and C opposite.

- 1 work. Of course, we still have a lot of assembly
- 2 plant producing TVs in Singapore. We have two production
- 3 My name's George Chen, and I'm director of a manufacturing
- 4 lines working 24 hours a day. We use CAD
- 5 line workers, so it's still quite labour-
- 6 intensive. But with the help of computer-
- 7 CAM, and robots do some assembly
- 8 assisted design and automation, productivity is increasing.

**16.3** Match the headlines (1–7) to the extracts they relate to (a–g).

- |  |   |
|--|---|
| <p>1 <b>FOOD SHORTAGES HIT EASTERN AFRICA</b></p> <p>2 <b>AIRLINE REPORTS BIG PRODUCTIVITY RISE</b></p> <p>3 <b>TOO MUCH BUILDING LEADS TO GLUT OF OFFICE SPACE</b></p> <p>4 <b>LOCAL PLANT AT FULL CAPACITY</b></p> | <p>5 <b>FALL IN STUDENT NUMBERS LEADS TO EDUCATION OVERCAPACITY</b></p> <p>6 <b>OIL OVERPRODUCTION LEADS TO PRICE FALL</b></p> <p>7 <b>NATIONAL OUTPUT AT ALL-TIME HIGH</b></p> |
|--|---|

- a ... Overall production in the country rose by five per cent last year ...
- b ... Rainfall has been below average in this part of Africa for the past five years.  
Not enough food has been grown ...
- c ... Too much oil has been produced recently in relation to world demand ...
- d ... There have never been so few people aged between 17 and 21 since 1950. The result: too many places at private colleges and universities ...
- e ... The plant's capacity is 3,000 computers a week, and it's producing 3,000 ...
- f ... Northern is running more flights with fewer pilots and staff. That was the message from Northern's CEO Frank Delaney to shareholders yesterday ...
- g ... There has been too much building in the city centre, and now there is a lot of office space standing empty ...

**Over to you**



Are hand-made goods necessarily better than factory-made ones?  
What about cars, clothes, computers and shoes?