

## Case study 12

### Chapter 30: Production methods

#### Peter Richards Sausages Ltd

Peter Richards started making specialist sausages when he opened a butcher's shop in Eil, Scotland. He made the sausages himself, using basic, hand-operated equipment. Over the years he built up a strong local reputation for excellence and eventually he was able to stop all his other activities in order to concentrate on sausage production.

For his seven traditional recipes, he used batch production methods. Business boomed after his sausages started to win prizes at sausage shows. He was eventually able to recruit four skilled workers to be in charge of the four different parts of the process: meat processing, mixing of ingredients, sausage stuffing and packing. When he was asked by a major countrywide supermarket chain to produce a gourmet sausage range, he realised that he was going to have to expand production capabilities.

He considered relocating and investing in a new factory site and some major capital equipment. This would enable him to use mass production methods adapted for continued batch production processes and higher productivity. He realised that he would have to plan this carefully if he was going to compete with the highly automated factories of other major sausage manufacturers. He was not sure whether to simply expand his existing operation in order to retain his handmade brand image. His current workers had exceptional team spirit and he did not want to lose this motivational force in his move to expand.

#### SL questions: 20 marks, 35 minutes

- 1 Describe what is meant by 'batch production'. (2)
- 2 Explain in detail **two** advantages of having a highly automated factory. (5)
- 3 Suggest and discuss in detail **three** factors that Peter would need to consider before changing his production process. (6)
- 4 Evaluate whether Peter should simply expand his existing operations and retain the handmade image of his sausages. (7)

#### HL questions: 25 marks, 45 minutes

- 1
  - a Describe what is meant by 'batch production'. (2)
  - b Define the term 'productivity'. (2)
- 2 Discuss **two** factors that may influence choice of production line. (6)
- 3 Examine **two** advantages of using cell production if a new mass production factory were to be opened. (6)
- 4 Evaluate whether Peter should increase production by traditional methods or change to mass production. (9)