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GCSE Business Studies

Job Production

Job production involves firms producing items that meet the specific requirements of the customer. Often these are one-off, unique items such as those made by an architect or wedding dressmaker. For an architect, each building or structure that he designs will be different and tailored to the needs of each individual client.

With job production, a single worker or group of workers handles the complete task. Jobs can be on a small-scale involving little or no technology. However, jobs can also be complex requiring lots of technology.

With low technology jobs, production is simple and it is relatively easy to get hold of the skills and equipment required. Good examples of the job method include:

- ▶ Hairdressers
- ▶ Tailoring
- ▶ Painting and decorating
- ▶ Plumbing and heating repairs in the home

High technology jobs are much more complex and difficult. These jobs need to be very well project-managed and require highly qualified and skilled workers. Examples of high technology / complex jobs include:

- ▶ Film production
- ▶ Large construction projects (e.g. the Millennium Dome)
- ▶ Installing new transport systems (e.g. trams in Sheffield and Manchester)

Advantages

The advantage of job production is that each item can be altered for the specific customer and this provides genuine marketing benefits. A business is likely to be able to 'add value' to the products and possibly create a unique selling point (USP), both of which should enable it to sell at high prices.

Disadvantages

Whether it is based on low or high technology, Job production is an expensive process as it is labour intensive (uses more workers compared to machines). This raises costs to firms as the payment of wages and salaries is more expensive than the costs of running machines.

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