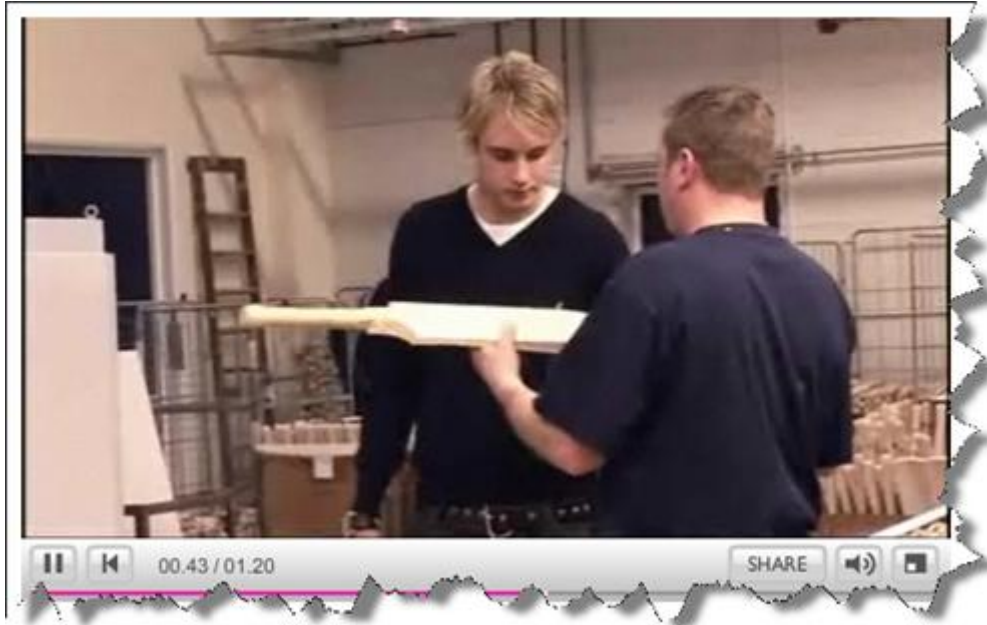


Investment in Cricket Bat Production



View video clip: <http://news.bbc.co.uk/1/hi/england/7828829.stm>

Questions

Define “job production” and “batch production”

Describe two benefits that Gunn & Moore hope to achieve from their £0.5million investment in production technology

Outline two reasons why Gunn & Moore’s competitors have moved manufacturing overseas?

Explain how Gunn & Moore might measure the success (or otherwise) of their investment in manufacturing at Nottingham