

The Chocolate Egg Factory



View video clip: <http://news.bbc.co.uk/1/hi/england/7909024.stm>

Questions

What is meant by “seasonal demand”?

How does Kinnerton adjust its production capacity to be able to meet increased demand for Easter Eggs?

Describe the production process for making an Easter Egg

Explain why using an apprentice scheme would benefit Kinnerton in the long-term