

LG's smart approach to production efficiency and quality



View video clip: <http://news.bbc.co.uk/1/hi/business/7843402.stm>

Questions

Define the term “mass production”

Explain why LG wants to avoid holding large stocks of televisions

Outline three advantages to LG of moving to small-volume production

Why is it important for a business like LG to encourage employees to identify potential improvements in the production process?