

Strategic variables			Material planning approach	
			Time phased	Rate based
Markets	Product	Type	Special	Standard
		Range	Wide	Narrow
	Individual product volume per period		Low	High
	Ability to cope with product mix changes		High	Limited
	Delivery	Speed	Difficult	Easy
		Schedule changes	Difficult	Easy
Operations	Process choice		Jobbing or low-volume batch	High-volume batch or line
	Cost reduction sources	Overheads	No	Yes
		Inventory	No	Yes

**EXHIBIT 10.15** Linking materials planning approach to operations and market needs