



↔ This shows four potential volume transitions that typically may face a business. The first example shows a move from one-off (unique), low-volume (A1) to repeat order, low-volume demand (A2) for a product or vice versa and the change in operations process that should ideally accompany this movement. Examples B1 to B2, C1 to C2 and D1 to D2 show similar demand changes at different points on the volume scale and require similar decisions concerning the realignment of the process choice.