



















Some relevant aspects			Typical characteristics of process choice		
			Jobbing	Batch	Line
Products and markets	Product range		wide		 → narrow
	# of customer orders		few		 → many
	Level of schedule changes required		high		 → low
	Order-winners		delivery speed/ unique capability		 → price
Operations	Process	technology	general purpose		 → dedicated
		flexibility	high		 → low
	Operations volumes		low		 → high
	Key operations task		response to specification and lead time change		 → low-cost operations

  Position of existing products on each of the chosen dimensions and the resulting profile



  Position of new products on each of the chosen dimensions and the resulting profile

Exhibit 6.1

A product profile illustrating mismatch between the market and operations induced by process investment