

5 Production

PRINGLE AND WEBSTER is currently seeking a Production Supervisor \$60,000 - \$75,000 plus benefits

Pringle and Webster is an established manufacturer of stainless steel containers, supplying the dairy and pharmaceutical industries. We are currently seeking a production supervisor whose primary role will be to oversee the assembly line and quality control operations. This is a full-time post, and is based at our Newcastle plant.

Duties will include:

- Ordering the raw materials required for production ensuring there is minimal surplus or shortage.
- Ensuring factory output levels are maintained.
- Checking the final products for defects to ensure there is a minimal level of product recall.
- Conferencing with clients to discuss their specifications.
- Developing measures to cut company costs.
- Essential - At least three years' experience in a manufacturing environment, working in a supervisory role.
- Ability to meet deadlines.
- Desirable - Preference will be given to applicants with experience in lean manufacturing. It is hoped a successful candidate will have a major role in implementing new measures such as lean production, in order to help the company to improve the efficiency of production.

Get ready!

Before you read the passage, talk about these questions.

- What skills does a supervisor in a manufacturing industry need?
- Many businesses save money by producing goods in other countries. Has this helped or hurt your country's economy?

Reading

Listen and read the advertisement for a Production Supervisor position. Then, complete the table using information from the text. Present the job to the class.

Title:	1 <u>Production Supervisor</u>
Company Name:	2 <u>Pringle and Webster</u>
Manufacturer of:	3 <u>Stainless steel containers</u>
Duties include:	ordering 4 <u>raw materials</u> maintaining 5 <u>output levels</u> 6 <u>conferencing</u> with clients

Vocabulary

Check (✓) the sentence that is underlined in the text correctly.

- A ZipCo recalled products of low quality.

— B Conference with the staff improved information.
- ✓ A There's no need to order a surplus.

— B Our top quality product defects.
- A The factory builds raw products.

✓ B Forty employees work on the line.
- ✓ A Lean manufacturing helps to cut costs.

✓ B Just-in-time production helps to avoid shortages.

... with the correct words from the word bank.

Speaking

7 With a partner, act out the roles below, based on the dialogue from Task 6. Then switch roles.

USE LANGUAGE SUCH AS:

My role was to ...

Were you involved in ...?

How did you accomplish that?

Student A: You are interviewing Student B for a manufacturing job. Find out if he/she has experience in:

- quality control
- overseeing workers
- conferencing

Student B: You are applying for a job. Answer Student A's questions.

Writing

8 You are applying for a job in a manufacturing company. Write a covering letter outlining your skills and experience (100-120 words). Make up how long you have worked in manufacturing. Talk about:

- How long you have worked in manufacturing
- What your duties were at your last job
- What other skills or experience you have

6 Marketing

memo

Dear Team,
The design stage of our computer gaming console 'liad' is nearing completion. Therefore it is time to start planning our marketing strategies. I would like to propose a meeting in three weeks. I've booked the meeting room for 3 o'clock on August 14th. Please let me know if you will be unable to attend.
Please give the following questions some thought before then.

- We are selling to a **niche** market, so what are the characteristics of our **prospective** customers?
- Do we need to do any **market research** to find out which marketing strategies will reach our **target market** most effectively?
- What does our gaming console offer in comparison to the range of consoles sold by our **competitors**?
- Has anyone got any imaginative marketing ideas, besides the usual television commercials, **flyers**, **billboard** ads, Internet etc.?
- What are the best **distribution channels** and outlets for our product?
- Is it worth exploring new **avenues**?
- What sort of **promotions** will attract consumers to our brand?
- What type of **packaging** will appeal to our target audience?

I look forward to hearing your suggestions on these issues at the meeting.

Thanks
Bill Turner
PRODUCT DEVELOPMENT MANAGER
COSYSEY GAMES

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What is the best marketing campaign you can think of? What makes it so good?
- 2 What qualities would a good marketing employee have?

Reading

2 Listen and read this memo from a project manager to his marketing team. Then, mark the following statements as true (T) or false (F). Summarise the memo and tell the class.

- 1 ~~F~~ The first attempt to market the 'liad' was unsuccessful.
- 2 ~~F~~ Market research has been done to determine the target audience.
- 3 ~~T~~ The company wants to find non-traditional advertising methods.

Vocabulary

3 Choose the correct word pairs to fill in the gaps.

- 1 Do some Market Research to find out what people
A competitors - outlets B market
C target market - range
- 2 A French can encourage consumers to buy
A niche - competitors B flyer
C promotion - consumers
- 3 All the products in the range have similar
A range - packaging B outlets
C target market - brands
- 4 Marketing teams try to get a target market from their competitors
A target market - competitors
B distribution channels - flyers C avenues
D flyers
- 5 The company should distribute its products are sold.
A billboards - distribution channels
B flyers - outlets C avenues

...is similar in meaning to the
...as a possible future client.
...market. It is a
...large boards is expensive.
...other routes and directions.
...which products are made available to
...distribution channels.

Speaking
1 With a partner, act out the roles below, based on the dialogue from Task 6. Then switch roles.

USE LANGUAGE SUCH AS:
I've been thinking a lot about...
My research shows that...
We may need to explore new...

Student A: You are planning the marketing for a new product. Talk to Student B about:
• prospective customers
• advertising
• distribution channels

Student B: Talk to Student A about the marketing for a new product. Make up a product and target market.

Writing
1 Imagine that your company is developing a product. Choose a product and write an email to your manager with your marketing ideas (100-120 words). Make up a name for the employee. Talk about:

- Who your prospective consumers are
- What the best way to advertise to them is
- What distribution channels and outlets you would recommend

...and complete the conversation.

...essarily. My research shows that gaming is more popular with all ages these days. I am becoming more interested.

...and news for us.

...I think that's where our competitors are. They mostly target young males.

...think 2 older people

...ould widen our niche. 3 very interesting idea.

...s, it means we may need to explore new avenues for advertising.

...me we'd need 4 billboards, too.

...I thought we might stock the console in outlets as well as the usual gaming stores and outlets.

...ing. 5 flyers packaging?