The Manufacturing Process





The Manufacturing Cycle

Research & **Analysis Product Support** Design & **Development** & Sales **Production Distribution**

Marketing



Research and Analysis

The process of assessing a new product or service using research.

Example: Using focus groups or surveys to test reactions to a concept, product, or service prior to making it available to the general public.





Innovation

Being creative with an idea, service, or thing.









Design & Development

Taking a concept through the process of making a drawing, model, or plant that serves as the foundation for the actual product—and making sure the product needs wants and needs.





Prototype

An original model or product on which something is patterned and used to develop a product.







Manufacturing Costs

The cost or expense of labor, materials, and other components of the manufacturing process to create the final product.

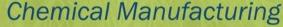
Raw Material

A material or substance used to make something.

Examples:

Wood Manufacturing

• Lumber



• Water, Natural Gas, Minerals

Primary Metal Manufacturing

Metallic Ore

Textile Manufacturing

Fibers









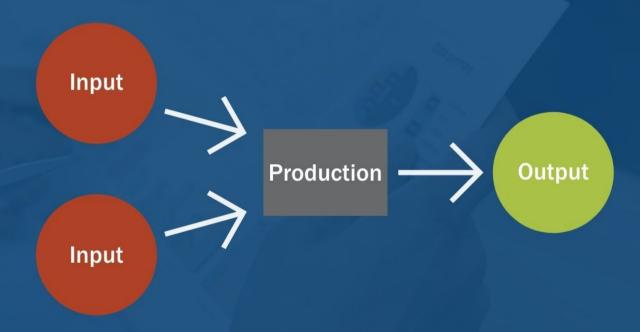
Production

Making the actual product; usually includes machines, robotics, assembly lines, and more.



Outputs

Amount of work, products, services, or energy produced in a given period. Outputs can be done by a group of people, individuals, or a machine.





Hang Tag

Item attached to a product that shares information about the product & manufacturer (not a price tag).





Marketing

Creating and communicating interest towards your product from consumers.













Supplier

A company or entity that provides another company with service or goods.

Sometimes called a vendor.



Distribution

Taking an item or product after it has been manufactured and getting it to the consumers.







Warehouse

A place where products can be stored before distribution or sale.





Product Support and Sales

Ensuring that products are meeting intended use and serving the target audience.

Meeting goals and satisfaction lead to more sales and growth.



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Sources

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