

SINGLE ITEM PRODUCTION / ONE OFF PRODUCTION

SAMPLE PRODUCTS

PROTOTYPES
SPECIALIST MODELS
HANDMADE ITEMS
SPECIALIST ENGINEERING
ONE OFFS

CHARACTERISTICS

1. A highly specialised company.
2. Small highly skilled workforce, possibly one or two workers, sometimes more.
3. Constant communication with the client, constant discussion regarding the design.
4. Company specialises in particular areas such as engineering or musical instruments etc...
5. Specialist materials are often required eg. specialist woods or modelling materials.
6. The final product is expensive due to the level of skill needed to manufacture the product and the cost of specialist materials and equipment.
7. A high standard of quality control.
8. Products are manufactured for a specialist market / clientele eg. musicians, medical profession, aerospace.

1. CLIENT DESCRIBES THE GUITAR HE / SHE WANTS. SPECIFICATION AGREED. REGULAR COMMUNICATION BETWEEN CLIENT AND MANUFACTURER



2. SPECIALIST MATERIALS ARE CUT TO SIZE AND SHAPED BY HAND



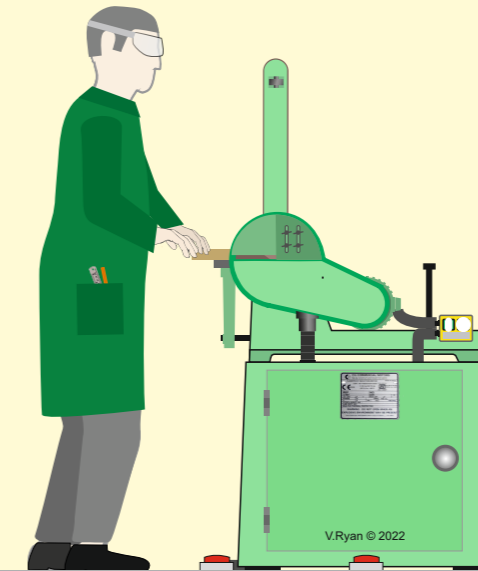
3. BASIC, ACCURATE MACHINING OF SOME PARTS



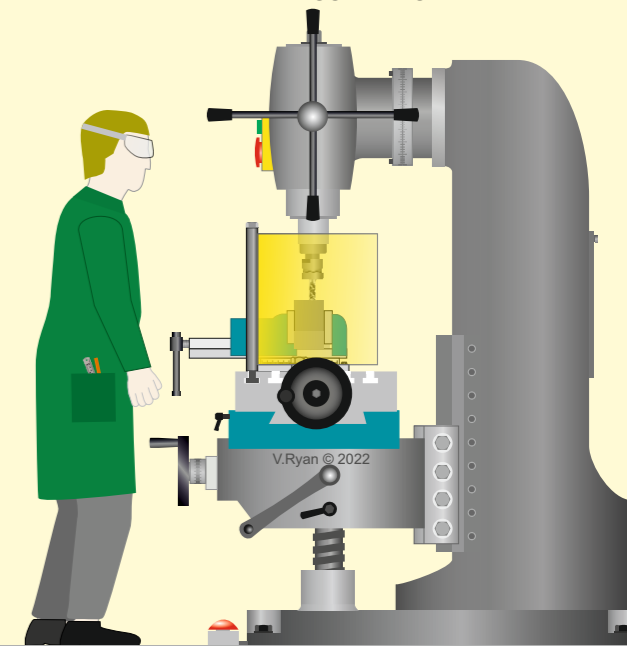
4. SKILLED CRAFT WORK AT EVERY STAGE OF MANUFACTURE



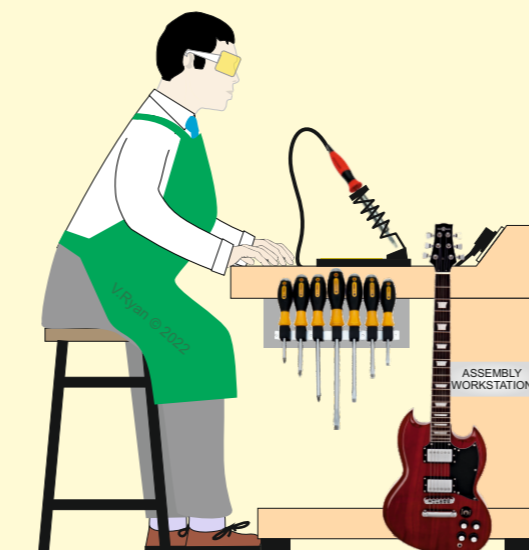
5. FURTHER PRECISION SHAPING BY TRAINED, SKILLED, OPERATIVES



6. PRECISION ENGINEERING OF BRASS PARTS



7. ASSEMBLY OF ELECTRONIC CIRCUITS AND OTHER GUITAR PARTS. QUALITY CONTROL CHECKS.



8. PRODUCT TESTED BY EXPERT AND GUITAR PASSED TO CLIENT



9. CLIENT USES THE GUITAR

