**16 Mark question exam structure**

Push production is a method of stock management where large scale production is used and products are made in the hope that consumers buy them in large quantities.

Marks and Spencer benefit from the use of push production as it allows them to lower their unit costs.

The case study states “Marks and Spencer buy in large quantities and are able to enjoy the benefits of economies of scale”.

This means that Marks and Spencer will be able to access bulk buying discounts due to the amount of stock they buy in one go. By taking advantage of bulk buying discount, the individual cost of one particular garment falls.

This means that if Marks and Spencer don’t reduce their prices, their profits will increase. Or, if they pass this cost saving on to the consumer in the form of lower prices, they will become more competitive as they may be seen as cheaper than some of their competitors.

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| Pull production is: |
| Zara benefit from pull production because: |
| The case study states: |
| The benefit of this is: |
| The impact to Zara of this is: |

**Evaluation structure:**

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| Considering that: |
| I believe: |
| I believe this is a better option because: |
| However, to what extent my decision is valid, depends upon: |

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