**Technology, efficiency and quality**

**Technology in operations management**

Robots are used in nearly all manufacturing industries. This is called computer aided-aided manufacturing (CAM):

* Manufacturing robots are known for their speed, accuracy and efficiency
* They are exact and thorough, high quality and do not take breaks!
* They are used for repetitive, hazardous and boring tasks
* They are more accurate than workers increase efficiency and reduce waste

**Computerised stock-control programs**

Computerised stock control programs keep accurate records of goods in stock, goods arriving and goods sold (used in service & manufacturing)

ICT programs are used to answer these common key questions:

* How much product is in stock?
* How old is this stock?
* Which are the fastest-moving items of stock and which are the slowest?

**The advantages of using computerised stock-control programs include:**

* Automatic stock control, triggering orders when the reorder stock level is reached
* Bar coding systems, which speed up processing, recording of stock and customer checkouts
* Less labour required and fewer errors made, both of which efficiency

**Communications technology**

Virtually every business will have access to the internet and e-mail. **The advantages of this include**:

- An intranet system gives rapid and cheap internal communication within the organisation

* It can be used to improve the accuracy and speed of passing information between the operations management department and the other departments of the business
* The internet allows supplies to be bought quickly from the cheapest supplier online

**Design technology**

**The advantages of using design technology include:**

* Computer aided-design (CAD) designers lay out their design on screen , print it out as a 3-D image and edit it
* New products can be designed and edited more quickly
* Onscreen simulated designs mean there is no need for physical prototypes, which reduces costs
* Design data is passed directly to computer-controlled machines for production, reducing the risk of errors and wastage and improving the firm’s environmental image

Answer this question:

“A start up business should always use CAM and CAD methods to improve efficiency and quality”

Do you agree? Explain your answer (9 marks)