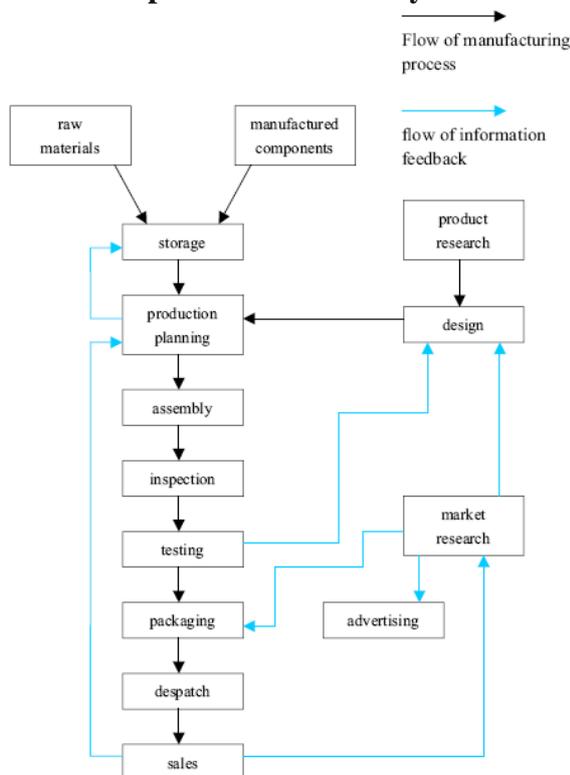


IELTS WRITING TASK

The diagram below shows the typical stages of consumer goods manufacturing, including how information is fed back to earlier stages to enable adjustment. Write a report for a university lecturer describing the process shown.



Model answer:

As a result, the reality of consumer goods manufacture is much more complicated than a simple linear process.

The first physical input in the manufacturing process is made up of raw materials and manufactured components. These are received and saved for eventual assembly. However, the body depends on the production planning stage, which determines how and in what quantities the stored materials will be processed to produce enough final goods. The production planning step follows the goods' design stage criteria based on a thorough study. To maintain quality control, the items are inspected and tested after assembly. The things that pass the inspection and testing steps are subsequently packaged, shipped, and sold at retail stores. Production planning is aided by the level of sales, which is the endpoint of the manufacturing process.

The design of a product is impacted by testing and market research in addition to product research. For example, design changes will be required if the testing stage (following assembly and inspection) finds unacceptable flaws in the finished product. Similarly, market research, which investigates the extent and character of product demand, plays a role in driving product design to meet changing consumer wants. While impacted by product sales, market research also promotes future sales by developing relevant advertising for the items.

As a result, the reality of consumer goods manufacture goes much beyond a basic linear procedure.

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