

ABSTRACT

Market Investigation and Manufacture
within the Metal Container Industry

MIGUEL DAVID CAMACHO

Personal interviewing techniques are the most appropriate method used to investigate markets within a semi-automatic, high volume production operation where, as with most industrial markets, a high degree of demand concentration exists.

The information gathered is used in the development of a proposed production plan which enables the plant to increase its capacity, improve its efficiency and productivity and reduce its operating cost. Aspects relating to manpower requirements and training are identified.

The investigation proposes that volumes in excess of 150% of 1986/87 "off take" could be realised if only 1.2% of the Nett Sales Value per year is reinvested over a period of three years.....