

☉ a decline/fall/increase/rise in production
IDM on production of sth (formal) when you show sth: Discounts only on production of your student ID card.

pro'duction, concept noun [sing.]

(Economics) the theory that consumers prefer products that are easy to obtain and not expensive and therefore companies should produce and deliver goods as efficiently as possible
 → MARKETING CONCEPT, SELLING CONCEPT

pro'duction con'trol noun [U]

(Production) the activity of checking the process of production to make sure that it is efficient: the application of computers to production control

▶ **pro'duction con'troller** noun [C]

pro'duction line = ASSEMBLY LINE

pro'duction manager noun [C]

(Production) the person who is in charge of the process of making goods or materials

pro'duction platform = OIL PLATFORM

★ **productive** /prə'dʌktɪv/ adjective

1 making goods or growing crops, especially in large quantities: highly productive workers ◊ productive farming land ◊ The new methods used in factories are more productive but provide fewer jobs.

2 doing or achieving a lot; producing a good result: We had a very productive meeting. ◊ productive investments

☐ UNPRODUCTIVE

▶ **pro'ductively** adverb: We have a responsibility to ensure that the funds are used productively.

★ **productivity** /prɒdʌk'tɪvəti; AmE ,prɑ:d-; ,prɒd-/ noun [U]

SEE ALSO: marginal productivity, resource productivity

the rate at which a worker, a company or a country produces goods, and the amount produced, compared with how much time, work and money is needed to produce them: Wage rates depend on levels of productivity. ◊ Better training for workers leads to greater productivity. ◊ Employees were offered a monthly productivity bonus (= extra money for producing more goods).

☉ high/low/lost productivity • to boost/improve/increase/raise/reduce productivity • a productivity agreement/bonus • productivity gains/growth/improvement(s)

productize, -ise /'prɒdʌktaɪz; AmE 'prɑ:d-/ verb [+ obj]

(Marketing) to present sth such as a process or a service to customers by selling it like a product: Trainers want to figure out how to productize their expertise and sell it.

'product launch noun [C]

(Marketing)

1 the action of making a product available to consumers for the first time: Successful product launches depend on creative promotional campaigns.

2 an event at which a company presents a new product

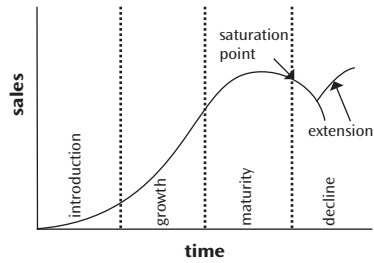
'product lia'bility noun [U]

(Law) the fact that a manufacturer or trader is legally responsible for damage, injury or illness caused by a product that is not working or not made correctly

'product life cycle noun [C]

(Marketing) the theory that sales of a product pass through four stages: introduction, when there is a gradual increase in sales; growth, when sales increase rapidly; MATURITY, when sales increase slowly; decline, when sales fall: With personal computers and software, the trend is toward shorter and shorter product life cycles.

product life cycle



'product life cycle management noun [U] (abbr PLM)

(Marketing) the job of organizing and directing the work that is needed to get the most profit from a product during the different stages of its life

'product line = PRODUCT RANGE

'product line manager = CATEGORY MANAGER

'product line stretching = LINE STRETCHING

'product management noun [U]

(Marketing) the process of planning and directing the products that a company produces and the way that they are sold

'product manager noun [C]

(Marketing) a person who is in charge of planning and organizing the marketing of a particular brand or product: the product manager for Uncle Ben's Rice

'product mix noun [C]

(Marketing) all the products and items that a particular company offers for sale: The management plans to improve the stores and broaden the product mix.

'product orientation noun [C, usually sing., U]

(Marketing) the situation when a company focuses on the quality of the products that it makes, rather than on what customers want to buy: There has been a major change from product orientation to customer orientation. → MARKET ORIENTATION, SALES ORIENTATION

▶ **'product-oriented** adjective: The product-oriented approach seeks or creates markets for specific products.

'product placement noun [C,U]

(Marketing) a type of advertising in which a company pays to have one of its products appear in a film/movie or television programme: the practice of product placement of cigarettes in the movies

'product range (also 'product line) noun [C]

a set of products of a particular type that are made or sold by a company: The company is trying to widen its product range. ◊ The new car is seen as filling a gap in the company's product range.

☉ to broaden/expand/increase/widen the product range

'product re'turn = RETURN noun (4)

'product substi'tution noun [U]

(Marketing)

1 when a company that has a contract to use or provide particular products, uses different products instead, especially ones that do not meet the required standards

2 when consumers start to buy and use a related but different product from the one they normally buy and use; when producers start to offer a different product