Roles of Industry Personnel

Management
Management may be defined as the individual or group responsible for decision making in a firm. It is the task of management to organise and coordinate the process of manufacture from the raw material stage to the sale of the finished product.

Planning
Designers
Before furniture production begins, furniture designers must create a new style or adapt the style of an existing piece of furniture. Usually, designers make sketches and diagrams of their ideas. They are also responsible for estimating quantities and costs, testing new designs and initiating new processes, calculating material strength or suitability, and for originating plans to a preliminary stage.

Draughts persons then prepare blueprints of the designers' plans. They draw up the projected work to accepted standards, making sub-assembly drawings, compiling material lists and specifying work standards.

Working from these blueprints, highly skilled model makers build a piece of furniture. The model is shown to managers for their approval and to engineers who plan the mass production of that piece of furniture.

Processing
Works engineers coordinate the mass production of the piece of furniture. They work with sales, and, with planning staff, to gain maximum efficiency of the workshop labour and equipment.

Team leaders allocate machine space and labour to ensure continuity of work and supply. They act as liaison between management and the workers.

Tradespersons carry out detailed work from drawings on machine or handwork, set up machinery for process workers and mark out. They are also used for maintenance.

Apprentices assist tradespersons in all branches of their trade, and in so doing learn the skills associated with various aspects of the work.

Semi skilled workers carry out many machining operations, repetitive work and assembly line work.

Labourers are responsible for the general cleanliness of the shop, the movement of materials and general operations where no specialist skills are required.

Packing
Warehouse managers are responsible for the receipt and dispatch of finished work or incoming components, and their handling and safe storage.
Store persons catalogue materials in and out of the warehouse have a ready knowledge of stock. They also allocate areas within the store for stacking of material.

Packers crate or pack the work so that it can be stored or transported conveniently and without damage. Many operate forklifts or loading equipment.

**Finance**

**Auditors** check and verify accountant's statements, and are directly responsible to the management.

**Accountants** are responsible for keeping all books of account, calculating profits, payment of wages, taxation, and calculating costs of work and material from time cards.

**Bookkeepers** make entries in the books of account to indicate the position of debtors, creditors, etc.

**Clerical assistants** are responsible for correspondence, mailing statements of account and invoices, issuing receipts.

**Sales**

**Sales managers** are responsible to management for coordinating sales and demand with production. They make personal representation to distributors or retailers to present new products.

**Sales representatives** act as liaison between management and customer. They usually travelling considerably to maintain contact or follow up enquiries or complaints.

**Carriers** are employed by the company for interdepartmental carrying or moving packed goods to retail outlets. Private contractors or government carriers may also be used.

**Retailers** sell the manufactured goods to the public and are usually not connected with the manufacturers except in this way. They try to stimulate sales and demand for the profit made on handling the goods.

**Advertising managers** put the product before the public through newspapers, television, radio, etc. in the best possible light to stimulate sales.

**Market Research**

**Economists** study market and consumer trends and advise management on production and marketing techniques. They study and report on industry's stability, likely economic changes and consequent effects on the company.

**Industrial Research**

**Research officers** are responsible for the technical control of research and development activities within a firm. They should become familiar with, and test, new techniques under the factory's particular conditions. They should follow trade journals, papers and developments to attempt to improve existing products and designs.