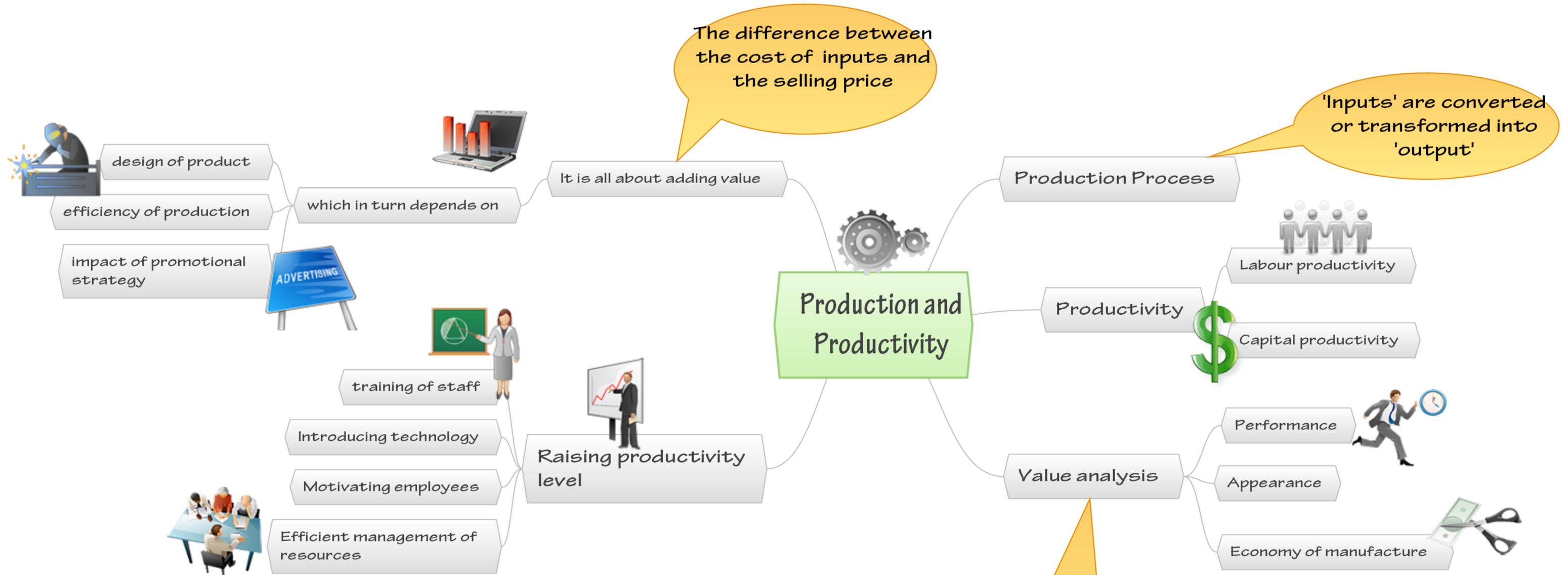


Production and Productivity



The difference between the cost of inputs and the selling price

'Inputs' are converted or transformed into 'output'

The process of analysing whether a product or a new product design can be made more efficiently without reducing its consumer appeal

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