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CASE STUDY

Top-Slice Drivers

Introduction

Two years ago, **Top-Slice** Company moved from just making golf balls to also producing oversized drivers. **Top-Slice** makes three different models: the Bomber, the Hook King, and the Sir Slice-A-Lot. As the names suggest, the last two clubs help correct for golfers who either hook or slice the ball when driving.

While **Top-Slice** is pleased with the growing sales for all three models (see the following tables), the numbers present Jacob Lee, the production manager, with a dilemma. Jacob knows that the current manufacturing work cell is capable of producing only 2,700 drivers per month, and total sales seem to be rapidly approaching that number. Jacob's staff has told him it will take at least three months to plan for and implement an expanded work cell.

MONTH	BOMBER	HOOK KING	SIR SLICE-A-LOT
April 2014	1,410	377	343
May	1,417	381	344
June	1,434	387	346
July	1,452	391	349
August	1,466	396	350

(Continued)

MONTH	BOMBER	HOOK KING	SIR SLICE-A-LOT
September	1,483	400	352
October	1,490	403	354
November	1,505	409	357
December	1,521	412	359
January 2015	1,536	420	363
February	1,547	423	365
March	1,554	426	367
April	1,562	431	369
May	1,574	437	371
June	1,587	441	375
July	1,595	445	377
August	1,613	454	381
September	1,631	461	384
October	1,642	464	386
November	1,656	471	389
December	1,673	477	392
January 2016	1,685	480	394
February	1,703	485	396
March	1,720	490	399