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Effective management of basic operations allows organizations to produce high-quality goods and services at reasonable costs. Production and operations management talks about applying business organization and management concepts in creation of goods and services. Production is a scientific process which involves transformation of raw material (input) into desired product or service (output) by adding economic value. Importance of Production Function and Production Management. Successful organizations have well defined and efficient line function and support function. Production comes under the category of line function which directly affects customer experience and thereby future of organization itself. Aim of production function is to add value to product or service which will create a strong and long lasting customer relationship or association.