

MASS CUSTOMIZATION BASICS, NEWS FROM MCP'05 IN HONG KONG

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ABSTRACT

The tendency towards globalization, overcapacity in many industries and the relentless progress of technology are creating an evermore-competitive environment. In this environment customer have the power to demand individually tailored products and services that are specifically designed and manufactured to suit their needs. Moreover, the increasing competition also puts pressure on other important variables such as cost and service. An organizational strategy to meet these customer's needs, and therefore gain competitive advantages, is known as Mass Customization. Throughout the last decade, the business model of Mass Customization has been applied by many organizations. Some companies report on a successful implementation leading to a radically improved business, while other companies have not managed to fully exploit the potential of the mass customization paradigm.

1. From Mass Production to Mass Customization: Why Mass Customize?
2. The four levels of Mass Customization
3. Mass Customization as a Business Model: How to Mass Customize?
4. Case studies
5. News from MCPC2005 in Hong Kong