

THE NEW COMPETITION : HOW MASS CUSTOMIZATION COMPANIES SUCCEEDED pdf

1: Customized Products - Mass Customization | Entrepreneur Hideout

The New Competition: How Mass Customization Companies Succeeded Part 2-Exploring the New Frontier in Business Competition 7. Developing a Strategy for Mass Customization 8. Mass-Customizing.

Consumer Demand for Customized Products Continues to Grow The time is now for product strategists in all industries to consider adding customized products. Posted on October 21, Through the use of mass customization producers appeal to consumers by providing a product that matches or comes close to their ideal product while allowing producers to utilize improved workflows and technology to maintain high output and obtain cost savings comparable to a pure mass production environment. Cars, clothes, food and most other consumer products found their way to the conveyor belt. The Move to Customized Products But the America that was overjoyed with mass produced cars, shirts and most other consumer products is morphing into one that appreciates personalization. Eliason cites three developing trends that have contributed to the mass customization movement: Every Customer is Their Own Market. No longer does one size fit all. Customers expect it their way and are willing to pay for it. Consumers Are More Expressive. Some call it self-expression. Others call it narcissism. Customization is the New Loyalty. Consumers that customize a product are more likely to become brand advocates. Customizers are also more likely to be repeat purchasers, completing the loyalty loop. And in most instances, they would consider the added premium a reasonable cost to pay, as the customized product is perceived more valuable than the standard one. It must be a fundamental component of any offering. Entrepreneurs with the ability to offer customization gain a competitive advantage over mass producers that have not awoken to the trend. Customized products offer the consumer the benefit of products that fit their needs. The same feelings may drive repeat purchases as consumers seek products that have been embedded with their personality. The New Frontier in Business Competition. Like Toffler 20 years earlier, Pine described a consumer in need of self expression. Creating Unique Value through Mass Customization , released in , continues the discussion of mass customization. Pine, Bart Victor and Andrew C. Approaches to Mass Customization Gilmore and Pine put forth in their Harvard Business Review article the following four distinct approaches to mass customization: Customizers conduct a dialogue with individual customers to help them articulate their needs, to identify the precise offering that fulfills those needs and to make customized products for them. Customizers offer one standard, but customizable, product that is designed so that users can alter it themselves. Customizers present a standard product differently to different customers. Customizers provide individual customers with unique goods or services without letting them know explicitly that those products or services have been customized for them. But help has arrived. The interfaces must be intuitive and the process must be quick and easy. Using a web-based widget, consumers upload images from their phones, tablets or personal computers to create a one-of-a-kind product. That is customization on steroids. This aspect of the framework establishes the blank slate and defines the tools that can be used to customize the product. Curation also includes the tools used to upload images and control the arrangement of the images within the template. Customer experience, or CX, is the focal point of usability. A process that provides ease of use, intuitive design and other factors that make the process seamless e. Successful customization efforts address consumer pain points in a way that resonates with consumers. Resonance solves a real need in a relevant manner. For example, for years consumers have shared their photos on social media platforms as a way to illustrate what they value and love e. Anticipation requires consumer inquiry and research to determine market needs today and tomorrow. Once they saw what we did they immediately got it. But that took some effort up front. While customization of one form or another appears to be the trend in nearly all industries, entrepreneurs should determine in advance the strategic value that customization will bring. Depending on the larger strategic plan, customization may be deployed in to achieve different results. Knowing why it is being used and the expected outcome will contribute to a successful effort. Determine how much customization to offer. Gilmore and Pine outlined four types of customized. Customization begins and ends there based on their

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mission of giving consumers an outlet for self-expression. The surest way to chase a consumer away is either to give them too many options or none at all. Providing consumers with a starting point gets their creativity going and excites them. Giving a blank slate makes them work too hard, resulting in their departure. It also provides an easy to use image upload feature. These tools engage consumers instead of scaring them away. Make the return process seamless. Customers want the option of returning goods within a reasonable period, typically 30 days. Helping consumers share their creations with friends and relatives. The use of a social sharing feature goes a long way in building a community of engaged customers. This practice satisfies consumers and provides the company with a great source of branding. While Henry Ford may be turning over in his grave, consumers have him and the other industrialists to thank for mass customization. Today, consumers can customize everything from their cars to their candy to their backpacks. Those that have not moved towards customization or feel that customization is not for them may soon see their company become the Model T of their industry. Something that Henry Ford would have probably appreciated. Smart brands such as Chipotle, Zazzle, Nike and Pandora are ditching the outdated 20th century model of a one-size-fits-all approach to providing products and services. From a Netflix movie night to a marriage courtesy of eHarmony, customization is changing every corner of American life and business. As author Joe Pine makes clear, businesses that learn to embrace mass customization are able to create greater variety and customization in their products and services at competitive prices, or better. For the majority of industrial companies, customizing products and services is among the most critical means to deliver true customer value and achieve superior competitive advantage. This book presents an operational procedure for the design of product configuration systems in industrial companies. It is based on the experience gained from more than forty product configuration projects in companies providing customers with tailored products and services.

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2: Helix Co-Founder: The Rise of Fit-Based Mass Personalization

Includes bibliographical references (p.) and index Once upon a time -- The system of mass production -- The emerging system of mass customization -- Determining the shift to mass customization -- The old competition: how mass production companies faltered -- The new competition: how mass customization companies succeeded -- Developing.

A Trend, Years in the Making Yes, people have predicted the coming of mass customization for years now. But then there are more recent and more mundane examples: Go to LL Bean, order one of many products, and have your initials added. Want your own fancy coffee? Go crazy at a Starbucks. Dropping the assumption that it has to be a trend and that everyone will do it. If you make bolts, people want standard items that will work with the nuts they have. Sometimes off-the-rack is the best solution for a customer. Although fewer than 10 percent had actually purchased customized products or options, between 25 percent and 30 percent were interested. FashionPlaytes is a young business that lets girls order customized clothing. Any auto or motorcycle shop that builds custom vehicles would be a clear example. Click through this slideshow for more examples of pioneers of product customization. Customization is an old service that has a chance for some new appreciation. And there are other benefits, as Bain points out: With the proliferation of social media and online publishing, styles and trends now change faster than ever. Customization helps companies gain insights from customized designs and fine-tune products to stay one step ahead of the competition. With each design choice, customers share real-time shopper preferences that go well beyond what they would say in a focus group. Bain offers some tips along with the study, such as determining what level of customization you need to provide, considering a smooth return process if necessary, and knowing the strategic value you seek--whether marketing panache, customer retention, or improved margins. But the biggest tip is not to wait until this becomes an official trend and someone gives you permission to undertake customization. Nov 18, More from Inc.

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3: Innovation Strategy: How to Make Mass Customization Work | Innovation Management

The old competition: how mass production companies faltered The new competition: how mass customization companies succeeded Developing a strategy for mass customization.

Unbridled access to information, mixed with intense competition from all angles, has raised the bar. One key trend that has emerged from this new paradigm is an ever-increasing desire for products and services that are customized to each individual. If you read the paragraph above and it comes as a surprise to you, then that would come as a surprise to me. Of course, consumers have more access and information than ever before. And absolutely, people like products and services that are custom-made for them. The fact that people inherently want customized products is not a trend. There is a nuanced answer here. Mass Customization In order to get going, we need a quick supply chain refresher. Traditional supply chain thinking puts forth that complex product proliferation will increase supply side costs, driving product prices above competitive consumer levels. This paradigm has intimated the stereotypical process by which companies develop products for consumers: The end result of this process is a well-researched, individual product offering that satisfies consumers to varying levels “we either buy the product, as it is available, or simply choose not to buy. Brands are, therefore, left with typical problems faced as a result of mass production “most importantly that the supply does not exactly match the demand “leading to shortages or excess inventory. Within the past fifteen years and to a greater extent within the past five years , technological advances have allowed companies to consider abandoning this traditional mass production model and implementing a model of mass customization. This is the ability to deliver custom-made or personalized items to consumers, while still using mass production techniques to maintain low costs. This movement toward a completely different supply chain set-up is difficult, and requires specific organizational components in order to succeed. But if a company can create a system that cost effectively delivers, it can begin to see the rewards associated with mass customization. No longer is the consumer restricted to what is available, but rather, the consumer can represent his or her individuality through information. Much like e-commerce has done through product availability, mass customization has huge positive implications on long-tail consumers who do not neatly fit within the confines of the central hump in the distribution curve. Companies have various approaches to consumer interaction with their mass customization model. But the majority of the research shows that certain actions have positive and negative effects on user experiences. As the process of customizing becomes more complex, and more specifically as users are inundated with too many choices, consumers begin to feel the effects of the paradox of choice. Without thinking through the complexity of their customization system, brands can essentially be exchanging one friction lack of consumer choice for another too many choices. The goal of a successful mass customization program should be to maximize product utility, incite positive user involvement, and minimize complexity. The customer experience is as follows: The company then will take these inputs and custom-build the ordered product and ship directly to the consumer. In other words, what if I do not know my preferences or personal taste, and thus cannot apply my preferences to product attributes? We consider this issue a dichotomy between taste and fit. Tastes are preferences expressed by active consumer choices “choosing a custom shirt with French cuffs or deciding the color of your sneakers. The vast majority of companies that employ a mass customization strategy fall into this oversaturated category. Fit-based solutions are best when the product category lends itself towards preferences or needs that consumers find difficult or impossible to translate into product attributes. The next wave of innovation: Fit-Based Mass Personalization Innovative companies are beginning to use data to fix problems that arise from mixing traditional mass customization with recommendation-based functionality. These companies can remove the burden of confusing choice by using advanced data analytics to understand optimal consumer outcomes. Companies like Netflix, with movies, Pandora, with music, and WineC, with wine, have drafted on massive amounts of research and success stories to determine objective attributes and honor subjective

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preferences. At Helix, this is the approach we have taken as well. Then we build it. These companies are providing great solutions to problems that have traditionally been confusing and hard to describe. Get the right fit. Prior to Helix, he worked at a brand incubator that specialized in B2C start-up brand building and shortly thereafter helped launch the CPG company, Sheets Brand, with brand endorsers and investors that included LeBron James and Serena Williams. Helix The writing is on the wall.

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4: Mass customization - Is it the new communication strategy?

"Mass Customization" - the trailblazing book that showed companies how to mass-produce and individually customize their products and services. New ways of managing, together with new technology, make possible the seeming paradox of providing each customer with the "tailor-made" benefits of the pre-industrial craft system at the low.

Enabling Factors The concept of "the customer is always right" is taking on a whole new meaning as the the ability to manage personalized products is starting to determine whether your company can keep up with the competition. In part one of this series, Frank Piller, a leading expert on mass customization, personalization and open innovation, discusses the goals, scope and core capabilities of mass customization. An important part of this ability today are strategies to cope with the increasing heterogeneity of demand of customers. In particular, consumers with great purchasing power are increasingly attempting to express their personality through individual products. Explanations may be found in the growing number of single households, a changing demographic structure, an orientation towards design, and a new awareness of quality and functionality that demands durable and reliable products corresponding exactly to the specific needs of the purchaser. Thus, manufacturers are forced to create product portfolios with an increasing wealth of variants, right down to the production of units of one. What is mass customization? Since the early s, mass customization has emerged as one leading idea for achieving precisely this objective. In other words, the goal is to provide customers what they want, when they want it. As a business paradigm, mass customization provides an attractive business proposition to add value by directly addressing customer needs and in the meantime utilizing resources efficiently without incurring excessive cost. This is particularly important at a time where competition is no longer just based on price and conformance of dimensional quality. The scope of mass customization When the subject of mass customization is raised, the successful business model of the computer supplier Dell is often cited as one of the most impressive examples. But beyond Dell, there are many other examples of companies that have employed mass customization successfully. Consider the following examples: Pandora Radio relieves people of having to channel surf through radio stations to find the music they like. Customers submit an initial set of their preferred songs, and from that information Pandora identifies a broader set of music that fits their preference profile and then broadcasts those songs as a custom radio channel. As of summer , Pandora. BMW customers can use an online toolkit to design the roof of a Mini Cooper with their very own graphics or picture, which is then reproduced with an advanced digital printing system on a special foil. The toolkit has enabled BMW to tap into the custom after-sales market, which was previously owned by niche companies. Shoes are all made to order in a specialized factory in China and are delivered in about two weeks. Customers get this dedicated service for a cost between and Euro, not cheap but still affordable for many consumers compared to the price level of a traditional shoe maker starting at Euro and more. In the consumer market, we today know almost no large consumer brand that has not at least one mass customization initiative. In this series of articles, we will introduce some of these examples in larger detail. Mass Customization in industrial markets The heritage of mass customization, however, is in the business-to-business market. The success of the German machine tool industry, driving the German economy in these turbulent times, for example, is a direct outcome of the ability of these firms to customize their products efficiently to the needs for very different customers around the world. APC sells, designs, produces, delivers, and installs large complex infrastructure systems for data centers, and components for these systems. At the heart of its mass customization strategy of this company are a module-based product range and the use of product configuration systems for sales and order processing. In addition, the company has implemented a manufacturing concept, which involves the mass production of standard components in the Far East, and customer order-based final assembly at various production sites around the world within close customer proximity. The results of applying mass customization principles included a reduction of the overall delivery time for a complete system from around to 16 days. Also, production costs were significantly reduced. Due to

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the modular system architecture, new component technologies can be integrated within a matter of days, and not months as before. Profiting from the fact that all people are different What do all of these examples have in common? Profiting from the fact that all people are different is the essence of mass customization. However, to apply this apparently simple statement in practice is quite complex. In this series of articles, we build on the results of the Customization, the largest benchmarking study in the field of mass customization www. This study has allowed us to analyze some of the facts that distinguish the companies succeeding in mass customization from those that are just trying. We will explore the common elements and characteristics of successful mass customization strategies. Three core capabilities to make mass customization work In our research, we found that companies that benefit from mass customization have implemented three fundamental capabilities: Solution space definition, i. We will describe some methods and measures that companies can undertake to establish these capabilities in later contributions to this series Part 3, 4, 5 and 6. Before we move into a deeper discussion, a brief comment on the relationship between mass customization and innovation management. Implementing mass customization demands both product innovation and process innovation. Even more, we find that many companies struggle with the process innovation required in setting up a mass customization system. Mass customization per se can be regarded as a business model innovation, with large requirements for change with an organization. We will discuss this aspect in larger detail in Part 7 of this series. Frequently quoted in The New York Times, The Economist, and Business Week, amongst others, Frank is regarded as one of the leading experts on mass customization, personalization, and open innovation. How can organizations increase innovation success by designing and managing better interfaces within their organization and with external actors.

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5: Mass Customization: The New Frontier in Business Competition by B. Joseph Pine II

Once upon a time --The system of mass production --The emerging system of mass customization --Determining the shift to mass customization --The old competition: how mass production companies faltered --The new competition: how mass customization companies succeeded --Developing a strategy for mass customization --Mass-customizing products.

What, Why, How, and Examples Mass customization is an important business concept, which numerous brands are adopting these days. Moreover, the concept is also utilized in the development of marketing strategies for product and service lines and during the process of recognizing the target audience of a brand or business. It deals with making changes to a product or service to satisfy a given consumer group. The changes could be as small as a variety of different flavors or colors or as complex as developing a completely new product for a particular client-base. Mass customization combines the personalization and flexibility of custom-made business manufacturing and takes it to another level of mass production, which offers a lower unit cost. Therefore, different mass consumer groups are targeted in mass customization rather than targeting a single client. This concept is utilized in numerous business types for instance in software that allow users to change or add certain functionalities according to their requirement. Similarly, Macbooks are available in different RAM sizes, hard disk capacities and the outer finish to provide users exactly what they are looking for. Collaborative Customization Collaborative customizers talk to the clients to help them recognize what they need, to recognize factors that will fulfill those needs and to create customized products following those guidelines. This approach falls under mass customization and is primarily meant for businesses with highly-customization-centric clientele. Moreover, this approach seeks to help clients who struggle to spot exactly what they want and find themselves confused between a huge variety of options. Through decreasing options for an individual client, a collaborative customizer helps to understand the needs of the customers and strives to make it clear to them. Adaptive Customization Businesses that follow the approach of adaptive customization offer one standard product to the customers along with a few customization options. This approach makes sure that the product is designed in a manner that it can be customized by the end client with absolute ease. This approach is ideal for a client-base that has different expectations from the product in different situations and occasions. With the availability of technology, clients can easily customize the products on their own. Its clients can make use of its lighting systems to develop the required mood at home or to maximize productivity during the work hours through a wide range of available switches. The design of this lighting system enables clients to create different moods for reading, romantic moments or lively parties. It does so by connecting different lights together and enabling the clients to select the effects. Cosmetic Customization Cosmetic customizers advertize a standard product differently to different groups of clients. This approach works well when clients use the same product but want them to be presented differently. Such products are not customized but instead they are packaged differently to suit different kinds of customers. Although this type of customization is, as its name suggests; cosmetic, it offers great value to a lot of clients. Each year, clients spend billions of dollars on products such as named sweatshirts and T-shirts. The Planters Company Nabisco made use of cosmetic customization to fulfill dissimilar merchandising requirements of its retail clients. As compared to Dominick, Jewel demanded diverse promotional packages while Wal-Mart demanded more mixed nuts and peanuts as compared to 7-Eleven and Safeway. The standard packages of Planters only included small, medium, and large sized cans in the past. However, now the company can easily switch between diverse shipping containers, labels, and sizes to satisfy the demands of its customers. Transparent Customization Transparent Customization deals with providing customized products to individual clients without telling them that the products are exclusively produced for them. Its industrial soap that can be used for commercial uses like a factory floor cleaning and car washing was whole-heartedly accepted by the market when it launched. ChemStation also analyzes the washing requirements of each customer and produces

suitable detergents for them. It is true that mass customization caters to the masses, but that does not mean that it is only meant for big corporations and brands. In fact, it provides a lot of assistance, food-for-thought and motivation to entrepreneurs as well. First and foremost, as you apply the concept of mass customization to the designing process, as an entrepreneur you will have a remarkable amount of creativity to deal with. It refines the design phase and modifies it to satisfy the customers in the best way possible. This concept mainly deals with the consumer and helps entrepreneurs in identifying who their customers are and what are their likes. Since all customers like to be treated in a special manner, mass customization can bring great business benefits to entrepreneurs if they deal with it in the right manner. There are different approaches and types of mass customization, and hence entrepreneurs can use this production method in the way that suits them the best. Adaptive customization is probably the most utilized type of mass customization among entrepreneurs, as in this production technique standard products are created which can be customized by the users according to their requirements. Since the customized production only begins when the order is placed, there is a lesser chance of a loss. The global production industry began with mass production, which focused on producing standardized products for the masses. However, the focus began shifting to the consumers in the 20th Century where all commercial sectors such as retail, service, technology, and manufacturing started taking the likes and dislikes of the consumers very seriously. This is because the customers were evolving, and the demands began to vary from customer to customer. Currently, the concept of mass customization is being used in businesses like high-end boutiques where exclusive outfits are created for women according to their taste. However, different sectors are also benefiting from it through the usage of technology that is making it easier to create customized products for masses. Majority of the marketing and production experts think that the concept is here to stay. It does not matter which industry it operates in, latest information technology allows companies to track consumer preferences, and user-friendly manufacturing machinery allows end-products to satisfy those preferences. Distribution Channels An effective distribution and sales system is required to enable customization, as it needs a system through which the product could be channeled to the end customer. In fact, some companies use the distribution method as the mass customization process whereas other companies alter and make modifications to their delivery systems to ensure customization. Companies such as Levi Strauss, The Custom Foot, and Ascot Chang make use of retail models that require them to employ trained and professional sales staff to take custom measurements in the factory outlet of the brand. After manufacturing, these brands directly ship the customized product to the client. Mass customization requires trained sales representatives at outlets so that the concept can be implemented. On the other hand, there are numerous manufacturers who have adapted mass customization in alternative distribution and sales channels. After years of manufacturing clothing for women, she realized that every woman wanted something different for herself and hence she began customizing for her clients and sending the orders directly to their house. According to Brenda French, a company needs to have a factory or a production unit in order to mass-customize. Outsourcing the customization process to another company or individual cannot make this process work, according to French. The delivery systems in mass customization for business-to-business products are different. For instance, Ohio based detergent manufacturer, ChemStation, uses an inventive distribution system, which makes use of 41 digitally connected production units all across the country to combine its custom cleaning products. The company began offering customized detergents to clients according to the kind of stains they were battling against. Current Trends and Technology Automated-manufacturing-machinery incorporated with an order-taking structure is important for mass-customized production lines. Numerous mass producing companies combine the order-taking structures with an internet-based client interface. Internet has created a lot of opportunities for mass customization and has made companies responsible to maintain a continuous interaction with the clients in real-time. This has renewed the delivery systems with customers always staying on top of the updates through various mobile apps, emails, regular updates from the company or the online progress tracking system if the company has any. Numerous companies such as Individual. Music based companies such as Volatile Media and

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Musicmaker have become successful in this arena through delivering customized CDs. The Future of Mass Customization According to some business theorists, mass customization is most likely to replace mass production. This is true for numerous operational businesses as mass customization reduces production overruns and wasteful expenditures. However, for majority of the businesses, mass customization is the best available option only if the option of mass production is not available. Currently, all companies that are custom-producing their product lines are charging a premium price as compared to companies that are mass-producing. The responsive market of today seems to like the idea of being the center of attention and is willing to pay a higher price for it. We no longer have consumers that are dumb and have big corporations dictating to them what they want. In fact, with the alert public of today, the power structure has been altered forever because businesses have to focus on customers if they wish to stay in the competition and this shows that mass customization will keep moving forward. Probably the biggest challenge of mass customization is the fact that it is not an appropriate option for all markets, clients and products. Most customers are not interested in having a customized light bulb or washing detergent. Moreover, customized products cost more and clients have to wait in order to get them. Successful for luxury and not successful for basic products: If we take into consideration the prospect of making profits and doing good business, then for most business types the profits earned by the customization does not outweigh the complexity and cost of producing customized products. This concept works better for high-end, luxury items such as designer wear and cars. Challenges with return of customized product: Mass customization also creates a lot of problems for the manufacturers when the products get returned. Mainly, this does not happen as the product is created according to the likes of the customer but some returns will take place. In such cases, businesses that do not have mechanisms to reverse the customization tend to face many issues. Moreover, the chances of another client wanting the same product as someone else are too narrow, which can put the business in a tricky situation. Therefore, majority of such companies do not have any return policies or simply bear the loss of return in case it allows it. Challenges with supply chains: The systems of suppliers are mostly optimized and designed for producing prearranged amount of products rather than catering to any unforeseen demand. Many do not even integrate latest supply-chain management applications like just-in-time inventory and automated planning, which results in lesser flexibility, specificity, and visibility with mass customization. Supply chains in the current business world are based on the push model whereas the ones associated with mass customization are based on the pull model, which is unimaginably difficult to manage. Such supply-chain problems can only be solved if businesses compromise between mass customization and mass production to create standard products and configure them in a manner that they can be customizable in the future. For majority of the businesses, it is not economically feasible to start the customization process in the start of the supply chain. This means that most businesses will only be able to implement mass customization in a partial manner. However, even this partiality can offer advantages to manufacturers. As the concept increases the scope of a product, it helps manufactures to cater to different types of consumer markets. It also introduces manufacturers to new target markets and allows them to explore the possibility of manufacturing products for them. Mass customization is going to take a few years before it becomes a household name. Even then, it will more likely be a rough adaptation of conventional mass production, according to some theorists. On the contrary, products that cannot exist without customization will be customized no matter what happens to this concept.

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6: Mass Customization: The New Frontier in Business Competition - B. Joseph Pine - Google Books

The Old Competition: How Mass Production Companies Faltered 6. The New Competition: How Mass Customization Companies Succeeded Part 2-Exploring the New Frontier in Business Competition 7. Developing a Strategy for Mass Customization 8.

Enterprise Innovation Most companies can benefit from the innovative strategy of mass customization, yet few do. But while this sounded like a great idea, the project ultimately flopped. In the abstract, mass customization makes sense. The goal is to provide customers what they want when they want it. However, companies should understand that mass customization is not about achieving some idealized state in which a company knows exactly what each customer wants, and can develop those goods at mass-production costs. There is no one best way to mass customize. Managers need to tailor their approaches in ways that make the most sense for their businesses. Consider some recent successes. As of December , Pandora. The tool kit has allowed BMW to tap into the custom after-sales market. In developing a solution space, companies should incorporate data not just from current and potential customers but also from those who have taken their business elsewhere. By systematically analyzing that information, managers can learn more about customer preferences, which will lead to a more refined solution space. A company could, for instance, eliminate options that are rarely explored or selected. And it could add more choices to the popular components. Companies can also use customer feedback to improve the algorithms a particular applications uses. When someone skips a song that Pandora. The second capability involves having a robust process design, which means reusing or recombining existing organizational resources so that companies can create the various customized products. Organizations can do this by making their automation more flexible. Or they can create more process modularity, segmenting their resources into modules that can be reused or recombined. In either instance, they need to train their managers and employees to deal with these new and ambiguous tasks. A third capability involves helping customers identify their problems and solutions while also minimizing the complexity and burden of choice. Too many options can be overwhelming and take too much time to sift through “negatives that outweigh the benefit of having lots of choice. Customers might postpone their buying decisions and, worse, classify the vendor as difficult and undesirable. To avoid that, companies should simplify the ways in which people explore their offerings. Ultimately, when creating their mass customization strategies, companies must consider the requirements of their customer bases, the state of the competition and the technology available. They should not blindly use successful mass customizers as templates to copy. But if done successfully, mass customization can be a powerful source of competitive advantage. The complete article is available at <http://Customize Ideas from Shutterstock>. Subscribe to receive more free content!

7: Mass Customization: What, Why, How, and Examples

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8: Part 1: Competing in the Age of Mass Customization | Innovation Management

Companies throughout the world have embraced mass customization in an attempt to avoid those pitfalls and provide unique value to their customers in an efficient manner.

9: Mass customization - Wikipedia, the free encyclopedia

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abstract] Business Competition 7. Developing a Strategy for Mass Customization 8.

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For Borges; a Collection of Critical Essays and Fiction on the Centennial of His Birth 1899-1999 Employee and union struggles : reconstruction to the Coal Wars Southern oppression. Armenia: Correspondence between the President of the Armenian delegation and the Secretary-General Helicopter design and data manual Mutant chronicles rpg Church establishment (colonies) Solid-liquid electrochemical interfaces Bennetts Trilogy Hey jude violin sheet music Oscar: an inquiry into the nature of sanity So whats wrong with playing video games? Dictionary of Ancient Medieval Warfare A guide to The 3rd and 4th Egyptian rooms. Problems in ancient history Build and upgrade your own PC Necessities and niceties : what does baby really need? Reason and morals. Scientific method worksheet 4th grade Medical book The salamander and the fire J.K. Lassers Winning Ways to Save for College Earth moving machines Month-by-Month Gardening in the Rocky Mountains Admirable and notable prophesies Being members of christ Cancer in practice By fire and sword : bellum hostile and / Using information for sustainable urban regeneration Great Shipwrecks of the 20th Century Delay the Disease Exercise and Parkinsons Disease Making things happen in higher education : dissemination of student affairs research results S. Leellen B Bell Ornamentation 128 Individual differences in imagery Pass among the stars Introduction Francine Prose Manual of the Union Congregational Church, in Providence, R.I. The Wehrmacht weapons testing ground at Kummersdorf Lessons of history durant 3. History and other disciplines