



Mass Customization

Creating unique from ordinary



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Thank you. Please enjoy the show



Mass Customization

Creating unique from ordinary



Mass Customization

Creating unique
from run-of-the-mill

The transition from ordinary
to extraordinary

MC reduces inventory, improves margins, differentiates your business and delights customers. We are going to figure out ways to apply MC to your business



A Definition

Providing choice at an affordable price.

An otherwise mass produced product, or ‘standard’ service, modified from a menu of options provided by the manufacturer, to meet the requirements (choices) of a group or individual. Thus a unique product or service is created for an identified group or individual.

Mass Customization is a mega-trend that recognizes people wish to be different. It is NOT only for the select few. It’s desired by the masses. A mega-trend you cannot afford to ignore, because if you do, your competitors will not. We all wish to be different. You like your coffee black, your spouse likes tea. I like rare, you like well done.

That’s what MC is all about ... Providing choice and doing so at an affordable price.



MC reversed traditional trading models

Historic Trading Model

- **Product designed and produced little or no consumer intervention**
- **Product placed in inventory**
- **Shipped to Point of Sale**
- **Customer enticed to buy**
- **Customer makes buy decision**
- **Maybe pays full price?**
- **Maybe returns goods?**

Mass Customization Model

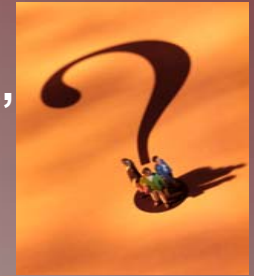
- **Customer involved in design process**
- **Orders and pays for the product or service BEFORE it is produced**
- **Low to zero inventory**
- **Shipped to customers door**
- **Buy decision is made**
- **Almost always pays full price**
- **Rarely returns goods**



Why your business should consider MC



Would you build your next house, buy a personal jet, expensive motor car, private yacht, a special piece of furniture or that essential, critical piece of clothing, if you were not given the opportunity to exercise freedom of choice?



Of course you wouldn't. It's now only a question of understanding MC is applicable to both high ticket and budget items, and that it can be applied to intangible services.

Have you ever purchased a Tshirt or hat with your name or an amusing message on it? Do you like a particular flavor of ice cream? Do you like sprinkles or a cherry on top? Originally the only ice cream was vanilla, today there are hundreds of flavors. Have you ever chosen one vendor over another just because you were offered more flexible payment terms or delivery? We all desire choice and flexibility.

You need to differentiate your products and services so they add value for the customer and additional profit for you.



How your business could implement MC



Consider which products or services could be customized economically, those that will provide more choice for customers, more profit for you. Decide how your business needs to change to maximize the opportunity of the customized product or service

Review products and service proposals. Decide priorities.

Focus on products or services that are the easiest to customize, add value for the customer, and generate the best return.

We understand that customized products and services will add a degree of complexity to your business. Select those products or services that add the least complexity, the most value for the customer, and the highest return for you.



Work Sheet

List below three products or services that you believe could be customized to add value for your internal or external customers

1)

2)

3)



Work Sheet

Specifically HOW you would customize your suggestions on the previous page? How will they add value for you and the customer?

1)

2)

3)