Mass customization threat or chance for the SME

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Customer satisfaction is at the focus for most manufacturers and mass customization can in some markets be one of many tools used to increase the customer perceived value of a product by combining low price with extensive variation and adaptation. As a result mass customization is on the agenda in many SME’s but the question is, what it will take for a SME to be successful in achieving mass customization? This paper will discuss mass customization and its influence on “built to order” SME’s. Keywords: Mass customization, industrialization, SME

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