Mass customization is the way of giving the customer a unique end product when, where and how they want it at an affordable price. This process involves customer at the development process of the product. So it is possible to provide customer and consumers with a differentiated, low-cost product with input from the customer, efficient production and delivery using information and manufacturing technology. This paper contains the background and important features of mass customization, essential benefits and hurdle of it. It also pays attention to the strategy and process of mass customization for successful implementation. So it should serve as a useful guideline for Mass Customization in highly constrained and technical environment.

Keyword: Mass customization, Information technology, Open innovation, Product variety