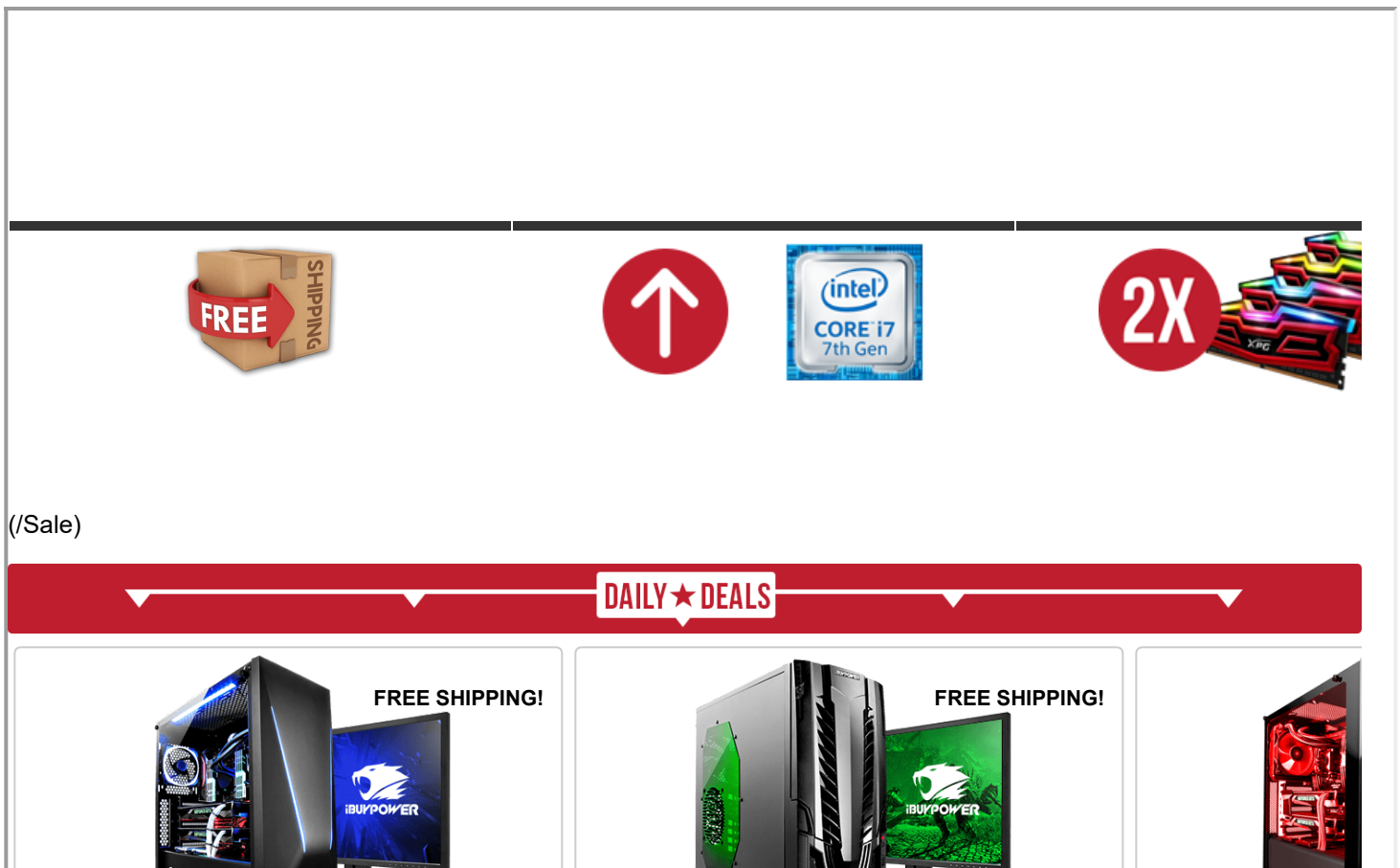


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Product and Service Customization

Customization of products or services means creating a product or service according to the buyer's specifications. Customization is not a new model, but what is new is the ability to quickly customize products online for consumers at prices not much higher than their noncustomized counterparts. [Dell Computer](#) is a good example of a company that customizes PCs for its customers.



Many other companies are following Dell's lead: The automobile industry is customizing its products and expects to save billions of dollars in inventory reduction alone every year by producing cars made-to-order. Configuring the details of the customized products, even designing, ordering, and paying for them, is done online. Also known as “build-to-

order,” customization can be done on a large scale, in which case it is called *mass customization*.

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