

TABLE 9.2: Features, Advantages, and Disadvantages of Mass Customization

FEATURES	ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none">• Make or build-to-order• High- or low-volume production• Use of lean, agile, and synchronized manufacturing methods• Continuous flow work cells• Multiskilled and empowered employees	<ul style="list-style-type: none">• Customized products• Volume flexibility• Low cost• High quality• Highly flexible and responsive processes and equipment• Quick equipment changeover• Low inventories• Short lead and cycle times	<ul style="list-style-type: none">• High capital investment• Excess capacity• Requires unique operational capabilities• Can only be adopted by certain industries

SOURCE: Adapted from Rockford Consulting Group, Ltd. (2006). Mass customization. *RCG University*. Retrieved from <http://rockfordconsulting.com/mass-customization.htm>