Mass Customisation

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Mass Customisation

“producing goods and services to meet individual customer's needs with near mass production efficiency”

Mass Customisation

Collaborative customisation
Companies and individuals work together to design an individual product, e.g., tailoring clothes to fit

Adaptive customisation
Companies produce a standardised product that is design to be customisable in the hands of the end-user

Transparent customization
Companies provide individuals with unique products, without explicitly telling them that they are customised

Cosmetic customisation
Companies produce a standardized physical product, but market it to different customers in unique ways

Pine, J. (1990)
Shop Custom Clothing

Women's Jeans
Women's Chinos
Men's Chinos
Men's Shirts

custom clothing for women & men

Target to a

START CUSTOMIZING NOW

Give a GiftCard »
<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
<th>Special Offer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dell Inspiron 1501</td>
<td>Everything you need for word processing, e-mail, and web browsing</td>
<td>$949</td>
<td>Free Upgrade to 24 Months McAfee Security Center. Offer ends 25/10/2007</td>
</tr>
<tr>
<td>Dell Inspiron 6400UMA</td>
<td>Be a pack rat and keep all your files with increased storage</td>
<td>$1,199</td>
<td>Free Upgrade to 15 Months McAfee Security Center. Offer ends 25/10/2007</td>
</tr>
<tr>
<td>Dell Inspiron 1520</td>
<td>Action junkie with 15” viewing excitement</td>
<td>$1,199</td>
<td>Free Upgrade to 160GB Hard Drive. Offer ends 25/10/2007</td>
</tr>
</tbody>
</table>
BUILD & PRICE A MINI.
JUST THE WAY YOU WANT IT.

MINI Cooper S Chilli
Selected options $ 0.00
Total price $ 43,500.00 *

- Save configuration
- Compare your MINI
- Print configuration

- Request a Brochure
- Ready for a Test Drive

ors
Roof
Bonnet s1
Create Your Own
Original Custom Products in Minutes

Choose Your Blank Canvas and Start Creating

APPAREL

PRINTS & CARDS

MUGS & CERAMICS

FUN STUFF

KIDS & BABY

HOME DECOR
Create your own one-of-a-kind product

**Zazzle Products**

*Wear It*
- Custom T-Shirts
- Bags
- Hats
- Aprons
- Ties

*Send It*
- Zazzle Custom Stamps
- Greeting Cards
- Note Cards
- Postcards

*Hang It*
- Posters
- Canvas Prints
- Framed Prints
- Calendars

*Remember It*
- Photo Prints
- Photo Enlargements

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**step 1.** Choose from hundreds of products. We're adding more all the time.

**step 2.** Create products with your own designs and slogans. It's fun.

**step 3.** Get highest quality custom products made and shipped in 24 hours.

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**Wear It**

- **Custom T-Shirts:** Mens | Womens | Kids | Baby
  
  Our custom t-shirts are super high quality with some pretty amazing printing techniques to get your design to pop!

- Hats
- Bags
- Ties
- Aprons

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**Send It**

- **Zazzle Custom Stamps**
  
  Your own real postage to send through the mail! Express yourself.

- Greeting Cards
- Postcards

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Create a shirt

Create postage