

Mass Customization Als Innovativer Ansatz - Nadin Wozny

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'Wer die kundenindividuelle Massenproduktion in eine Erlebniswelt einbettet, gewinnt damit heute die Kunden von morgen.' Frank Piller, Universität Würzburg
Einleitung Jeder stand schon einmal vor der 'Qual der Wahl' sich auf Grund der riesigen Variantenvielfalt zwischen zwei oder mehr Produkten entscheiden zu müssen, von denen allerdings keines exakt den eigenen Vorstellungen und Wünschen entsprach. Die Unternehmen zogen aus Kostengründen die Massenproduktion vor und konkurrierten häufig nur über den Preis. Im klassischen Produktmanagement wird außerdem davon ausgegangen, dass Produkte angeboten werden, die für alle Nachfrager gleich sind. Obwohl natürlich bekannt ist, dass Konsumenten sehr unterschiedliche Bedürfnisse haben. In der heutigen Zeit schließen sich Kostenführerschaft und Differenzierung jedoch nicht mehr aus. Die Idee der Mass Customization besteht darin, den Vorteil der Individualisierung mit einer auf Kostenminimierung bzw. Effizienzerhöhung ausgerichteten Strategie der Massenproduktion zu verbinden. Inhalt dieser Arbeit sollen neben der Entstehung der Mass Customization (Kapitel 3) und den Kostensenkungspotenzialen (Kapitel 5) vorrangig die verschiedenen Konzeptionen (Kapitel 4.2.) sein.
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