

Lean manufacturing-- mass customization and marketplace simulation

[Business](#), [Management](#)



Lean Manufacturing--Mass Customization & Marketplace simulation due:

There are steps that a company would need while in the marketplace business in order to accomplish mass customization in various customer segments. According to Cagan, & Vogel, (2002) the company should be able to know their targets in the marketing process. The company should be able to balance the efficiency of mass marketing. This means that a given company should be in a position to serve the customers or rather to take to the market exactly what the customers expect. This means that the company should have made at least a survey to their market place before supplying the product. Knowing what the clients or rather what the customers want is very essential. Thus, the company should be in a position to understand the need for market segmentation. This is because, in today's marketplace, it is necessary for a company to understand the need of market segmentation because of market fragmentation. In addition, the company should be in a position to explain how the marketers evaluate segments and choose a targeting strategy. In order to choose more segments and to target more clients, the company should be able to evaluate the potential for and success in the marketplace (Cagan, & Vogel, 2002).

The process to which a computer producing company needs in order to have a good and continuous improvement is by knowing how much, and the quality and stability of computers the company supplies to the market. The computer company should be able to isolate and validate the goods they process, for instance: keyboards mouse, monitors, and processors among others. While in the market place target other markets. This particular computer company should not only focus on the current marketplace, and it

should try to reach out to other markets for more profits. If the computer company invest in more designs and improve the quality and the designs of the machines it produces, it will be able to accomplish the market business stimulation it needs in the field.

Reference

Cagan, J., & Vogel, C. M. (2002). *Creating breakthrough products: Innovation from product planning to program approval*. Upper Saddle River, NJ: Financial Times Prentice Hall.