Abstract:
Nowadays, offering a wide variety of variant models and releases of one and the same product is most common. This may be due to an increasing saturation of markets, more differentiated customer requirements or the general transition from a supplier-controlled to a purchaser-controlled market paradigm. Whatever the reason, the increase in variant models induces rising operating expenses. These costs, in return, motivate the use of diverse strategies, mainly to control or reduce complexity of a given range of variant models. An increasing need for individualised products appears to be a trend that will continue in the future. This leads to a severe problem: further combination of the given number of parts does not forcibly produce a fully individualised product. The core problem in offering a wide number of variant models is that it does not fully accommodate the customer with a product which is fully suited for his needs but which the customer has to choose from a range of goods on a given market.

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