

Puzzle: Understanding Mass Customization & Lean Supply Chain

Question:

Below are different **statements** related to **Mass Customization** and **Lean Supply Chain**. Match each statement with either **Mass Customization** or **Lean Supply Chain** based on their key characteristics.

Statements:

1. **Focuses on reducing waste and improving efficiency across the entire supply chain by eliminating non-value-added activities.**
 2. **Allows companies to produce products that meet individual customer needs while maintaining cost efficiency, often through modular designs or flexible manufacturing processes.**
 3. **Relies on the use of just-in-time inventory systems, continuous improvement, and a focus on quality to minimize delays and improve product flow.**
 4. **Enables firms to offer a wide variety of products and configurations without significantly increasing production costs, often by using standardized components in different combinations.**
 5. **Emphasizes the importance of supplier collaboration and long-term relationships to enhance operational performance and reduce costs.**
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Answer:

1. **Lean Supply Chain** → Focuses on reducing waste and improving efficiency across the entire supply chain by eliminating non-value-added activities.
2. **Mass Customization** → Allows companies to produce products that meet individual customer needs while maintaining cost efficiency, often through modular designs or flexible manufacturing processes.
3. **Lean Supply Chain** → Relies on the use of just-in-time inventory systems, continuous improvement, and a focus on quality to minimize delays and improve product flow.

4. **Mass Customization** → Enables firms to offer a wide variety of products and configurations without significantly increasing production costs, often by using standardized components in different combinations.
 5. **Lean Supply Chain** → Emphasizes the importance of supplier collaboration and long-term relationships to enhance operational performance and reduce costs.
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Explanation:

- **Mass Customization** focuses on offering personalized products or services to customers while still maintaining the cost efficiency of mass production. It uses techniques such as modular design and flexible manufacturing systems to achieve customization at scale.
- **Lean Supply Chain** aims to streamline supply chain processes by reducing waste, improving efficiency, and fostering continuous improvement. It emphasizes just-in-time practices, close collaboration with suppliers, and the elimination of non-value-added activities.