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20. Do your own research of the issue of mass customization using the following questions as guidelines.

1. What are the building blocks of a mass customisation strategy?
2. What are the elements of a successful product configuration system?
3. What are the risks associated with mass customization? How can you avoid such risks?
4. What is personalization and in what way is it different from mass customization? Give examples.

21. [REDACTED] prepare a report on customer-related management. Make a presentation in Windows Power Point. **(Portfolio entry)**

#### REFLECTION SPOT

Do you think this Unit was useful for your future work? What competencies did the Unit help you to develop?