

# Nike.com

Mass Production, Customization & Mass Customization

# How Customization is Done Online

- The nike.com case of study

**NIKESTORE**




Shop online

**NIKEiD**




Customize for Performance

**NIKE+ RUNNING**




Run Unleashed

**NIKE6.0**




What's next now

**NIKESPORTSWEAR**




Designed for sport, crafted for life

**NIKEWOMEN**



Free Your Potential

**NIKEFOOTBALL**




Built for Speed. Designed to Dominate.

**NIKEBASKETBALL**



Without Warning or Mercy.

**NIKESOCCER**



Lead The Game Don't Chase It

<http://www.nike.com>



**MORE AIR.  
MORE MILES.  
MORE CHOICES.**

INTRODUCING THE **NIKE AIR MAX+ 2011 iD.**



CUSTOMIZE YOUR RIDE

**WHAT'S HOT**  
**ZOOM HUARACHE 2K4**

> CUSTOM BUILD IT

BY GABLE12



**WHAT'S HOT**  
**ZOOM KD III**

> CUSTOM BUILD IT

BY ZHWAT



**NEW COLORS**  
**AIR MAX 90**

> CUSTOM BUILD IT

BY TOTORELPATATOR



NEWSLETTER GIFT CARD WHAT IS NIKEiD?

COUNTRY SELECTOR

COUNTRY SELECTOR

NEWSLETTER GIFT CARD WHAT IS NIKEiD?

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Nike iD (<http://nikeid.nike.com>)

Click on the product to begin or Start Blank >



Nike Air Max+ 2011 iD Running Shoe  
\$195.00

DESIGN PROGRESS  
0/6 What's left? ▾

Size and Fit

Add To Cart

Share Save

HAVE QUESTIONS?

GET HELP

HIGHLIGHTS

CUSTOMER REVIEWS (6)

### The Nike Air Max+ 2011 iD Running Shoe

Maximum cushioning, customized

The Nike Air Max+ 2011 iD Running Shoe has the best of both worlds out of the water — and the

Maximum cushioning, customized

THE NIKE AIR MAX+ 2011 iD RUNNING SHOE

# Blank Base for a Running Shoe





Nike Air Max+ 2011 iD Running Shoe  
\$195.00

DESIGN PROGRESS  
6/6 Close

Color

- Overlay
- Base
- Lace
- Swoosh
- Midsole and Outsole






Personalize






- Heel iD

Size and Fit 7.5

**Add To Cart**

Share Save

Design Search  More Views     

Design Search  More Views     

# Finished Product

# Customization

- Select size, color, personalized logo, etc.
- Review and submit order
- Get shipping information

# Backend

- Order flows to production floor
- Personalized logos are programmed into the machine



# End of line

- Shoes are inspected and packed
- Order is shipped to client

# Build-to-Order

- A manufacturing process that starts with an order (usually customized)
- Once the order is paid for, the vendor starts fulfill it

# Old as Commerce

- The build-to-order concept is old
- Was the only method of production until the Industrial Revolution

# You need a pair of shoes...

- According to this concept
  - You need a pair of shoes
  - go to a shoe maker
  - take measurements
  - negotiate quality, style, price, etc.
  - pay in advance
  - the shoemaker buy the material and starts working



# The Industrial Revolution

- Concept of dividing work into small parts
- Division of labor
  - work is simpler
  - require less training
  - allows for specialization
  - easier to automate

# Build-to-Market

- Machines were invented to make products
- Build-to-market developed
  - Design standard products
  - Produce them
  - Store them
  - Sell them

# Build-to-Market II

- The production of standard products drove the prices down
- Demand increased

# Mass Production

- Companies produce large amount of standard products at low cost and then “pushes” them to the consumers
- Need for sale and marketing departments arose



# Factories

- Increased competition
- Desire to reach new, wider, remote markets
- Creation of large factories
- Factory workers personally did not know the customer nor care about product quality

# Products

- Products are inexpensive
- Good enough to fuel demand
- This concept became the dominant one

# Inventory

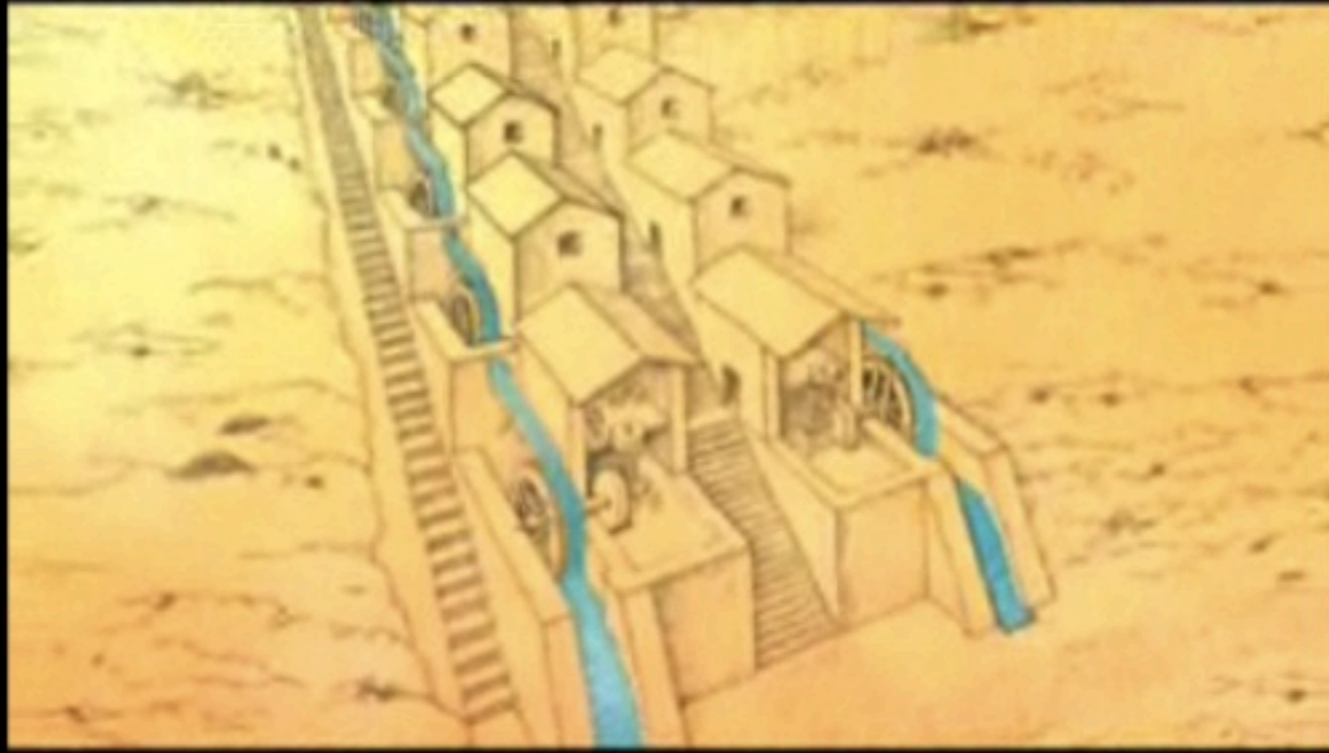
- Mass production also require the concept of inventory
- A place to store products to be sold
- Quantity is based on forecasted demand

# History of Mass Production

- Henry Ford introduced mass production in the car industry



# Production



- Ancient Rome had one of the first prototypes of industrialization. Learn more about mass production and the Roman water powered flour factory on The Science Channel's "What the Ancients Knew."

# Venice - Arsenale

- *L'Arsenale di Venezia ha anticipato di secoli il moderno concetto di fabbrica, intesa come complesso produttivo in cui maestranze specializzate eseguono in successione le singole operazioni di assemblaggio di un manufatto, lungo una catena di montaggio e utilizzando componenti standard. Rappresenta l'esempio più importante di grande complesso produttivo a struttura accentrata dell'economia preindustriale.*

# Arsenale

*Source: Capolavori delle grandi civiltà. Venezia la città sull'acqua*

# Arsenale



*Source: Capolavori delle grandi civiltà. Venezia la città sull'acqua*

# Customized Demand

- Demand for customized products was still there
- Small quantities could be produced (cars for instance)





# MENU & NUTRITION



- SELECT AN ITEM**
  - Value Meals >
  - BK® Value Menu >
  - Flame-Broiled Burgers >
  - Chicken Sandwiches >
  - Other Favorites >
  - Salads >
  - Side Items >
  - Drinks >
  - Desserts >
  - BK® Kids Meal >
  - New BK® Breakfast Menu >
  - BK® Breakfast Value Menu >
  - Breakfast >
- [See All Items](#)



## French Fries - salted (Large)

[CUSTOMIZE ITEM](#) [+ ADD TO YOUR MEAL](#)

- V
- S
- M
- L**

Enjoy golden brown, piping hot, crispy and tasty French Fries with your favorite BK® Value Meal, or devour them as a side. Dip them in ketchup, barbeque sauce, your shake, or nothing at all. We won't judge. Just HAVE IT YOUR WAY®.

Nutrition and Allergens

[Go to MyPyramid.gov](#)

**540** calories    **6g** sat. fat    **0mg** cholesterol    **0g** sugar    **69g** carbs  
**27g** fat    **0g** trans fat    **6g** protein    **830mg** sodium

Allergens:

YOUR MEAL	2 items
BK® Breakfast Mu...	540cal
TENDERCRISP® Gar...	530cal
<b>TOTAL</b>	<b>1070cal</b>
<a href="#">More Info</a>	
<a href="#">Share Your Meal</a>	

Share your creation online or print it out. Bring your order into a BK® and HAVE IT YOUR WAY®.

Not all restaurants can make every combination possible on this site. Price for your custom sandwich will be determined at the restaurant.

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# Burger King's HAVE IT YOUR WAY



# Personalize M&Ms

<http://www.mymms.com/utility.aspx>

# Mass Customization

- Provide customized products in large quantity
- Usually enabled by some kind of IT technology
- [nike.com](http://nike.com), [bk.com](http://bk.com), [dell.com](http://dell.com), ...



# Mass Customization II

- Mass customization on a large scale is difficult to obtain
- understand what the customers (may) want
- if properly performed it can become a dominant model in many industries