Mass Customization

How it’s done at CedarWorks

Barrett Brown
President
CedarWorks
CedarWorks

- In business more than 30 Years
- Owned by Brown family since 1988
- Offices and manufacturing located in Midcoast Maine
- 95% of sales outside state of Maine
CedarWorks Business Model

- Marketing company
- Direct to consumer
- Premium product
- Premium service
Products:
Premium Swingsets
Products:
Ultra-Premium Swingsets
Products:
Indoor Playsets
Products: Playbeds
Why Mass Customization?

- Part of premium strategy
- Market differentiation
- Avoid commodity trap
  - No pricing power
  - Low customer involvement/retention
  - Low margin
  - High volume/Low reward/High risk
  - Downward spiral
How mass customization:
Modular design
How mass customization: Inventory management

- High volume components
  - Manufacture to inventory
  - Purchase to inventory
- Low volume components
  - Manufacture to order
How mass customization: Information systems

- Design tool
  - Customers
  - Sales staff
- Integration with customer database
  - Quotes and orders
- Integration with manufacturing and fulfillment
How we do it:
Marketing and Sales

- Design Partner
- Website
How we do it:
Post Sales Data Flow

Design

Order

Manufacturing  Fulfillment
Benefits

- Wide product offering with modest inventory
- Competitive marketing advantage
- Faster inventory turns