

FULFILLMENT STRATEGIES

TITLE	DESCRIPTION	EXAMPLES
<p>MADE TO STOCK (A/K/A BUILT TO FORECAST) ("MTS")</p>	<p>Products are made and sold based on sales forecast. These products are standardized, shipped, stored and sold from finished goods in stock. MTS requires an investment (bet) that people will buy the product with the included options. Investment is for manufacturing, transportation and storage costs. MTS is the most common model.</p>	<p>Most retail and consumer goods, grocery⁶⁹</p>
<p>DIGITAL COPY ("DC")</p>	<p>The product is a digital master from which copies are ordered, made and delivered on demand.</p>	<p>Video On Demand⁷⁰</p>
<p>ASSEMBLE TO ORDER ("ATO")</p>	<p>Product is made up of standard modular components built to customer specifications. The cornerstone of mass customization, this is based on modularity and option bundling.</p>	<p>Dell computers, shelving systems⁷¹</p>
<p>BUILT TO ORDER (A/K/A MADE TO ORDER) ("BTO")⁷²</p>	<p>Product is based on standard design but only built upon customer's order and perhaps specifications.</p>	<p>High end motor vehicles, aircrafts, some houses⁷³</p>
<p>ENGINEER TO ORDER ("ETO")</p>	<p>Product is designed according to customer's specifications and manufactured according to that design. Maximum customization, maximum wait time.</p>	<p>Big buildings, Formula 1 racing cars⁷⁴</p>