

Paper –Marketing Management

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## **Topic- Customization**

Customization is a strategy by which an organization's products or services are individualized through personal engagement and dialogue with its customers. In contrast, customization is a modification made to a product or service to suit a specific purpose. There is a difference between customization and customization. A company can customize products to fit a customer's specifications. In this case, the company creates the product value. But, customization results in a co-created value. In a customization strategy both the company and the consumer contribute to the resulting product value.

### Example of Customization

To explore this difference a little further, let's look at an example. There are two floral shops located across the street from one another. One shop, named Flowers by Us, offers customized floral arrangements to fit consumer's seasonal and holiday needs. Flowers By Us has different pre-arranged floral bouquets based on holiday and seasonal themes. Customers can customize their product by selecting either a teddy bear or box of chocolates to complement the pre-arranged floral bouquet.

Across the street, things work differently. The shop across the street, named Flowers by You, employs a customization strategy. Upon entering Flowers by You, a customer is greeted and escorted to the greenhouse where they can pick their own flowers to include in the product. The

customer then sits with a floral designer and together they create a design for the arrangement.

The designer then creates the agreed upon floral arrangement.