

## TABLE OF CONTENT

<b>1</b>	<b>ACTUAL STATE OF RESEARCHED TOPIC.....</b>	<b>5</b>
1.1	GLOBAL MANAGEMENT PARADIGM .....	5
1.2	DIGITAL ECONOMY .....	6
1.3	INFORMATION SYSTEMS .....	7
1.3.1	Implementations strategies .....	8
1.3.2	Internet .....	9
1.4	CHANGE OF BEHAVIOR PRODUCER - CUSTOMER.....	9
1.4.1	Self-service.....	10
1.4.2	Interaction between customer and company.....	10
1.4.3	Global competition to satisfy customer's needs.....	11
1.5	MASS CUSTOMIZATION .....	12
1.5.1	Definition of mass customization .....	12
1.5.2	Economical implication of mass customization .....	12
1.5.3	Success Factors for Mass Customization .....	13
1.5.4	Characteristic of mass customization .....	14
	First sell, then produce .....	14
	No unsold goods .....	14
	No finished products inventory .....	14
	Customer pays for production: no tied up capital.....	14
	No anonymous customer .....	15
	Integrated and aware customer.....	15
	No dealers, No retail space needed .....	15
	Just-in-time system of production (small inputs inventory) .....	15
	Dynamic production demand chains .....	15
	Products oriented supply chain networks.....	16
<b>2</b>	<b>HYPOTHESIS AND THESIS GOALS.....</b>	<b>17</b>
2.1	HYPOTHESIS .....	17
2.2	GOALS.....	17
<b>3</b>	<b>RESEARCH METHODOLOGY AND THESIS PROCESSING ....</b>	<b>18</b>
3.1	RESEARCH PLAN UND ITS TIMELINE .....	18
3.2	RESEARCH METHODOLOGY.....	18
<b>4</b>	<b>ACTUAL RESULT OF OWN RESEARCH.....</b>	<b>19</b>
4.1	LITERATURE REVIEW SUMMARY .....	19
4.2	KEY ELEMENTS OF MASS CUSTOMIZATION.....	20
4.3	CUSTOMER INTERVENTION POINT (CIP) .....	21

4.3.1.1	Framework by Customer Intervention Point .....	22
<b>5</b>	<b>ANALYSIS OF THE COMPANIES BASED ON CIP.....</b>	<b>24</b>
5.1.1	Customer involvement point over analyzed industries .....	24
5.1.2	Overall level of mass customization over the entire supply chain .....	29
<b>6</b>	<b>SUMMARY.....</b>	<b>31</b>
6.1	ZÁVĚR.....	33
<b>7</b>	<b>CURRICULUM VITAE.....</b>	<b>35</b>
<b>I</b>	<b>LITERATURE.....</b>	<b>38</b>
<b>II</b>	<b>LIST OF FIGURES.....</b>	<b>41</b>
<b>III</b>	<b>LIST OF ABBREVIATIONS .....</b>	<b>42</b>