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Original Articles

Make-to-order, make-to-stock, or delay product differentiation? A common framework for modeling and analysis

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Abstract

Delaying product differentiation is a hybrid strategy that strives to reconcile the dual needs of high variety and quick response time. A common product platform is built to stock in the first stage of production (called the Make-To-Stock (MTS) stage) which is then differentiated into different products after demand is known in the second stage

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affected, then placing workstations that have a tighter capacity in the MTS stage lowers costs.

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