

Date: 06/03/2014

A Talk on operations and marketing interface with special reference to mass customization

The proprietor of Associated Consulting Engineers (Valsad) Mr.Kaushik Naik delivered a



talk on operations and marketing interface with special reference to mass customization on 06-03-2014.

340 students of B.V. Patel Institute of Business Management, Computer & Information Technology participated in the programme.

The expert informed the participants about edges of marketing and operation department.

He focused on importance of customization with real corporate world's examples like product of

Rolls Royce car and TATA, Readymade garments and stitched cloths, Mac Donald and many more.

He gave ideas to students about mass customization and relevance of mass customization with operation and marketing department through the example of restaurant business. He emphasized on operational strategies and marketing strategies which are used for mass customization. Various aspects of supply chain management and importance of DSS (Decision Support System) in today's world were also explained. It was knowledge gaining session for the students.

