Towards Innovative House Building

Introducing Mass Customisation in Malaysian Housing

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Increased competition is a global phenomenon and has spurred creativity and innovation amongst developers in the housing industry. Within the industry, one such innovation lies in the design and process, in the form of Mass Customisation with the underlying aim of reducing construction waste, enhancing customer satisfaction and thus, ensuring the sustainability of the house building industry in the long run.

A study is currently on-going to investigate the viability of mass customisation within Malaysian house building. As part of that study, this paper evaluates the case for the mass customisation in the context of existing literature. The aims here are to present the concept and to analyse the opportunities and challenges that potentially emanate from the adoption of the concept. The discussion serves as a prelude to an empirical work currently in progress, which will be reported in a separate paper.

1. Introduction

Increased competition among housing developers is a global phenomenon and it has spurred creativity and innovation in the industry. Housing developers have come