



**A STUDY ON THE IMPACT OF PRODUCT VARIETY IN MALAYSIAN
AUTOMOTIVE INDUSTRY-CURRENT PRODUCTION**

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ABSTRACT

This thesis is about the study of the impact of product variety in Malaysian automotive industry. It covers the aspect of product variety and mass customization. The aim for the product variety is to satisfy individual needs with the mass production efficiency. Mass customization aims to provide goods and services that meet individual requirements. The proposed title “A study on the impact of the product variety on Malaysian automotive industry-Current Production”, visualize about the current market demand, the ability to cope with the demand and helps us in understanding more about the concept of product variety and mass customization especially in Malaysian automotive industry.

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