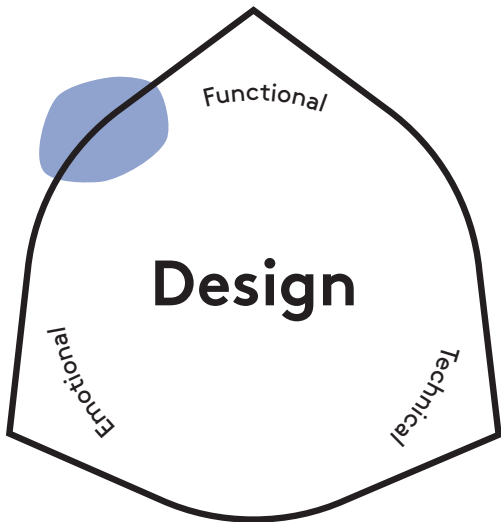


# Production on Demand



# Production on Demand

## WHAT?

Production of product only takes place after a user has placed an order. The concept is also called Manufacturing on Demand (MoD) and Demand-driven Manufacturing (DdM).

An alternative approach to Product on Demand is using crowdfunding platforms to ensure a customer demand before initiating production

## WHY?

Less over-production can reduce overall resource wastage.

## CHALLENGES

- The user may find it difficult to understand the product if it is not physically available.
- Users must be patient due to increased time between purchase and possession for user.

## EXAMPLES

- The Danish Company EE12 produces garments to order and have minimal stock.
- The British company **Unmade** produces on demand knitwear.
- Small scale cultural initiatives and media productions such as publications and podcasts that have been funded on Kickstarter and Indigogo. See for example the podcast, **99% Invisible**.

## THIS CARD LINKS TO

/ Customisation / E-Shop / Local production / Modularity

## FURTHER READING

Smith & Smith (2013). **Demand Driven Performance**. McGraw-Hill Education / Walter, Kartsounis & Carosio (2009). **Transforming Clothing Production into a Demand-Driven, Knowledge-Based, High-Tech Industry: The Leapfrog Paradigm**. Springer London.