

- “ ”

, “ (大量生産時代) .
(大量消費時代)”가 , “ (products :
) (consumer :) 가
” .
(infra · structure :) ,
QR(Quick Response : .
) , SCM(Supply Chain Management : 製販一體化管理)
.
,
, 가 (life style)
“ (個人消費)” 가 .
(close · up)
(個) “ (對應)” . ,
가 SCM (chain) “ (個)”
.
“ ” “ ”가 (融合) 가 “
(prosumer) ” . “ ”
(custom order : CO) “ ”
, (pattern order : PO) (共通項)
“ ” .
(suit :) .
(detail option) , (組合)
“ ” .

“ ”

가 “ ”

(target :) (細

分化)

PO

“ (極小 lot 化)”

“ ”가 가

GMS(General Merchandise

Store :) “ ”

“ (準) ” “ (mass

products)” , 가

(niche :

가) IT(Information Technology :

) (net · work system)

IT CG(Computer

Graphics) CAD(Computer · Aided Design :),

(ink · jet · printer)

(original print design) 1

(on · demand 生産 :) 가

“ ”

(出力)

(先染) 가 (web)

가

“ ”

“ (customize)” .

가 가 .

, “

” .