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Postponement strategy is one of the major supply chain management (SCM) practices that has a discernible impact on rms competitive advantage and organizational performance. Postponement is a mass customization strategy that captures the advantages of both mass production and mass customization.

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In addition, postponement has both positive and negative impacts on a supply chain. The advantages include following the JIT principles, reducing end-product inventory, making forecasting easier and pooling risk. The high cost of designing and manufacturing generic

components is the main drawback of postponement. Thus, the evaluation of postponement strategy is an important research issue and

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Postponement strategy is one of the major supply chain management (SCM) practices that has a discernible impact on firms' competitive advantage and organizational performance. Postponement is a mass customization strategy that captures the advantages of both mass production and mass customization. Recent research studies have identified four

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Within supply chain management (SCM), postponement is a deliberate action to delay final manufacturing or distribution of a product until receipt of a customer order.