

This research thesis examines the interplay between mass customization and supply chain strategies. It answers the question whether Mass Customization is related to Supply Chain Strategies in context of Pakistan or not. Additionally the thesis attempts to answer the question, whether Supply Chain Strategies and Mass Customization are uniformly implemented across different ownership and industry structure. There are two areas of supply chain strategies selected to examine the impact on mass customization. The thesis scrutinizes the differences across industry and ownership structure in perusing mass customization and supply chain strategies. The methodology deploys quantitative investigation by collecting primary data from the respondents in both manufacturing and services firms. The data is collected from sample of 50 respondents and analyzed by using SPSS software. The results indicate that there are differences in implementation of Supply Chain Strategies and Mass Customization across Industry and Ownership. Furthermore, the results indicate that Supply Chain Strategy of Marketing area are related to Mass Customization.