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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 45937-2025

**Customized manufacturing for household electrical appliances
- Demand side management**

家用电器产品个性化定制 需求侧管理

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part 1: Structure and drafting rules for standardization documents" Drafting.

Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents.

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Introduction

Personalized customization is a new production method that meets the personalized needs of customers while ensuring the economic benefits of the enterprise.

Personalized customization has gradually attracted attention due to its advantages in time and cost. At present, it has been promoted and applied to a certain extent in the home appliance industry.

Compared with traditional home appliance manufacturing, in the personalized customization process, the interaction between enterprises and customers is more extensive and the degree of interaction is higher.

In-depth study shows that whether customer needs can be effectively met depends mainly on the level of core technologies such as modular design and flexible manufacturing.

Based on the characteristics of the electrical appliance manufacturing industry and the existing research foundation of personalized customization, the series of standards for "Personalized Customization of Household Appliances" will focus on Standardize demand-side management, modular design, and production execution systems to promote the healthy development of personalized customization of household appliances and help The home appliance industry is transforming into a service-oriented manufacturing industry.

This series of standards is intended to consist of the following three standards.

- ?Demand-side management of personalized customization of household appliances? The purpose is to propose the demand-side management of personalized customization of household appliances Management process and main contents.
- ?Household Appliances Personalized Customization Modular Design Specification? The purpose is to Unified requirements are put forward for modular design processes and methods.
- ?Specifications for the production and manufacturing execution system of personalized customization of household appliances?. The purpose is to The system proposes to meet the requirements of personalized customization.

Demand-side management of personalized customization of household appliances

1 Scope

This document specifies the demand-side management process for personalized customization of household appliances, including demand collection, demand analysis, demand Implementation and verification, demand satisfaction and feedback.

This document applies to the demand management for personalized customization of household appliances, including but not limited to demands from customers and enterprises.

2 Normative references

GB/T 22239

3 Terms and Definitions

The following terms and definitions apply to this document.

3.1 [Source. GB/T 41432-2022, 3.1]

A production method that designs, manufactures and provides differentiated products and services to customers based on their needs.

3.2 demand

The stated service or product delivery requirements.

[Source. GB/T 42198-2022, 3.1]

3.3 interaction

Bidirectional information exchange between people, people and devices, and devices and devices.

[Source. GB/T 42134-2022, 4.2]

3.4 The process of realization and verification, demand closure and feedback

In order to ensure that customers' personalized customization needs are correctly understood, responded to and met, home appliance companies collect, analyze and implement the needs.

3.5 The process of determining the priority of requirements

Evaluate the universality and urgency of the demand, and comprehensively consider factors such as standard compliance, technical feasibility, and commercial feasibility.

3.6 customer

Consumers or organizations who have personalized customized home appliance needs and provide customized information to enterprises.