Mass customization is a new paradigm in the process of production and marketing of a product that replaces the paradigm that has been known long before the mass production. Where in the internet age that is so dominant in the modern business processes to meet the demands of an increasingly complex consumer needs a new approach in the process to meet the challenges of increasingly competitive. In the mass-customization, there are many variations in both the features and components of the product. Challenges contained in the mass customization is how to design an integrated system that is flexible, both in the design process of product design and production system, which is able to meet the needs of consumers who increasingly want the speed of the acquisition (delivery time). It takes the approach that is able to classify the products and production layout with Group Technology approach. In addition it is also necessary to design a modular approach to analyze and provide solutions for complex products. E-commerce as one of evolution in the field of marketing support efforts to design a database system that integrates directly with the product marketing process through the web. In addition to the product design process and the website should be considered also the voice of the
customer who can be identified by the Quality Function Deployment (QFD).

As an improvement of the company's business model that has been built before then will be identified in this study the problems that can be found a solution to repair the company's business activities.

Key word: mass customization, group technology, e-commerce, modular design, quality function deployment (QFD)