Appendix 1:

1. Percentage of goods produced using the MC strategy. Possible responses: (a) 1-25%, (b) 26-50%, (c) 51-75%, (d) 76-100%.
2. Duration of MC strategy implementation. Possible responses: (a) up to one year, (b) 1-5 years, (c) 6-10 years, (d) over ten years.
3. Duration of MC strategy implementation. Possible responses: (a) up to six months, (b) from six months to one year, (c) from one to five years, (d) from five to ten years, (e) over ten years.
4. Size of the team of specialists working on the implementation of the MC strategy. Possible responses: (a) 1-5 people, (b) 6-10 people, (c) 11-15 people, (d) over 15 people.
5. Use of external company services to implement the MC strategy. Possible responses: YES or NO.
6. Method of obtaining information about customer preferences. Possible responses: (a) conversation with the customer about their preferences, (b) survey on customer preferences, (c) survey on customer satisfaction with purchased goods, (d) scientific literature/statistical data, (e) other.
7. Method of implementing the MC strategy. Possible responses: (a) configuring products, (b) product design, (c) product cost estimation, (d) forecasting the feasibility of orders tailored to customer needs, (e) visualization of production processes, (f) monitoring of production processes, (g) control of production processes, (h) automatic planning of production processes, (i) other.
8. Effects of the implementation of the MC strategy recorded in 2022. Possible responses: (a) annual sales growth of up to 10%, (b) annual sales growth from 11 to 25%, (c) annual sales growth above 25%, (d) increased flexibility of the work surface, (e) increased flexibility of production, (f) reduced waste, (g) reduced electricity consumption, (h) more effective analysis of large data sets, (i) decentralization of decision-making, (j) other.
9. Assessment of the level of satisfaction with the effects of the MC strategy implementation. Possible responses: 0, 1, 2, 3, 4, 5, where 0 represents the lowest satisfaction and 5 is the highest.
10. Industry 4.0 technologies used as tools for implementing the mass customization strategy. Possible responses: (a) robotics, (b) product simulations, (c) material simulations, (d) production process simulations, (e) cyber-physical systems (CPS), (f) system integration, (g) industrial Internet of Things (IoT), (h) cloud computing, (i) automated machines (e.g. 3D printers or autonomous machining stations), (j) artificial intelligence tools, (k) augmented reality (AR), (l) virtual reality (VR), (m) human-machine interaction, (n) cybersecurity, (o) other.
11. Planned expansion of the MC strategy implementation area. Possible responses: YES or NO.