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EXPANDING TO ONLINE PLATFORM BUSINESS MODELS FOR GROCERY RETAILERS - INSIGHTS FROM CASE STUDIES

Abstract:

This paper examines the requirements of German, owner managed grocery retailers when expanding their business model by including online platforms to their distribution channels. Fourteen guided interviews with German grocery retailers were conducted, focusing on the status quo of their business models as well as their individual needs when it comes to online distribution. The contribution with this paper are twofold. First, we provide practical insights from real case studies in the way business models from small and medium enterprises in grocery retailing are structured. Second, we point out technological and non-technological requirements when small grocery retailers try to change their business model concerning to the engagement in online platforms. The paper finishes with suggestions on opportunities how to address these requirements.

Keywords:

Business Model Innovation, Business Models, Platform Models, Case Study, Retail, Grocery Retail, Retailer Requirements, Online Grocery Retail

JEL Classification: O32, O33, O52