

E-BUSINESS APPLICATIONS

CASE STUDY

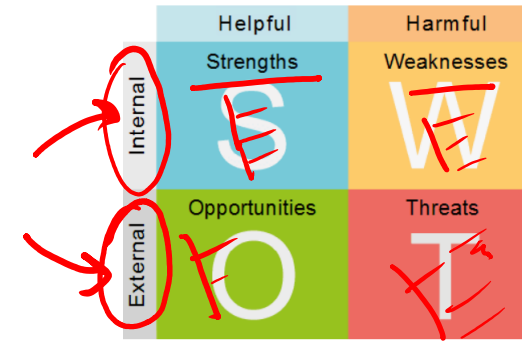
SWOT Analysis

A Medium-sized grocery supermarket store HAPPY SUPER has 8 branches in major cities in Sri Lanka including Colombo, Kandy, Galle, Matara & Negombo. They used to have a lot of customers in their respective local areas though they had an aggressive competition with other local supermarkets such as Cargills, Keells and Laughs. HAPPY SUPER focused on grocery items, vegetables, fruits, beverages, frozen food, bakery products, home-where, household items and pharmaceuticals. There were many other specialised shops that offered the same products in the same areas.

HAPPY SUPER had no online store and they did not need to go online to market themselves as the locals in their respective areas got leaflets and brochures (with newspapers) on special offers, and the storefront advertising was sufficient for marketing. They got all their vegetables and fresh fruits directly from farmers who provided their best products from their villages. Other products were bought directly from the suppliers and manufacturers. Customers were happy with their service though there was heavy competition for the same products by many superstores, bakeries, pharmacies and small vendors.

Coronavirus Pandemic pushed many grocery shoppers to do online shopping, and shoppers found it very difficult to keep up with the demand. Ecommerce was already a quickly growing segment, and then – along comes a pandemic. COVID-19, with its shutdowns and calls for social distancing, has further accelerated the growth of online shopping. Suddenly everything changed. That human connection became a detriment. And a no-touch version of goods and even services was preferable if not essential.

This situation changed everything. Customers were not able to visit stores due to lockdown, social distancing and curfew. Therefore, many customers preferred to get their products delivered to their doorstep through online sellers. HAPPY SUPER had to change their strategy. They had to go online to sell their products and think of collaborating with a delivery service as well. Since customers had many products to buy online, they decided to work jointly with other related product sellers such as cooked food, health products, Christmas hampers, and many more.



Strength

- 8 branches in major cities in SL.
- Huge customer base
- Direct contact with local farmers
- They provide best products in the market.

Weakness

- No online presence

Opportunities

- Because of COVID-19 organization is forced to make into ecommerce and make collaborations with new suppliers and manufactures
- Growth of online shopping concepts in consumer's mind.

Threats

- High competition
- Coronavirus and social distancing
- Specialized shops in the area

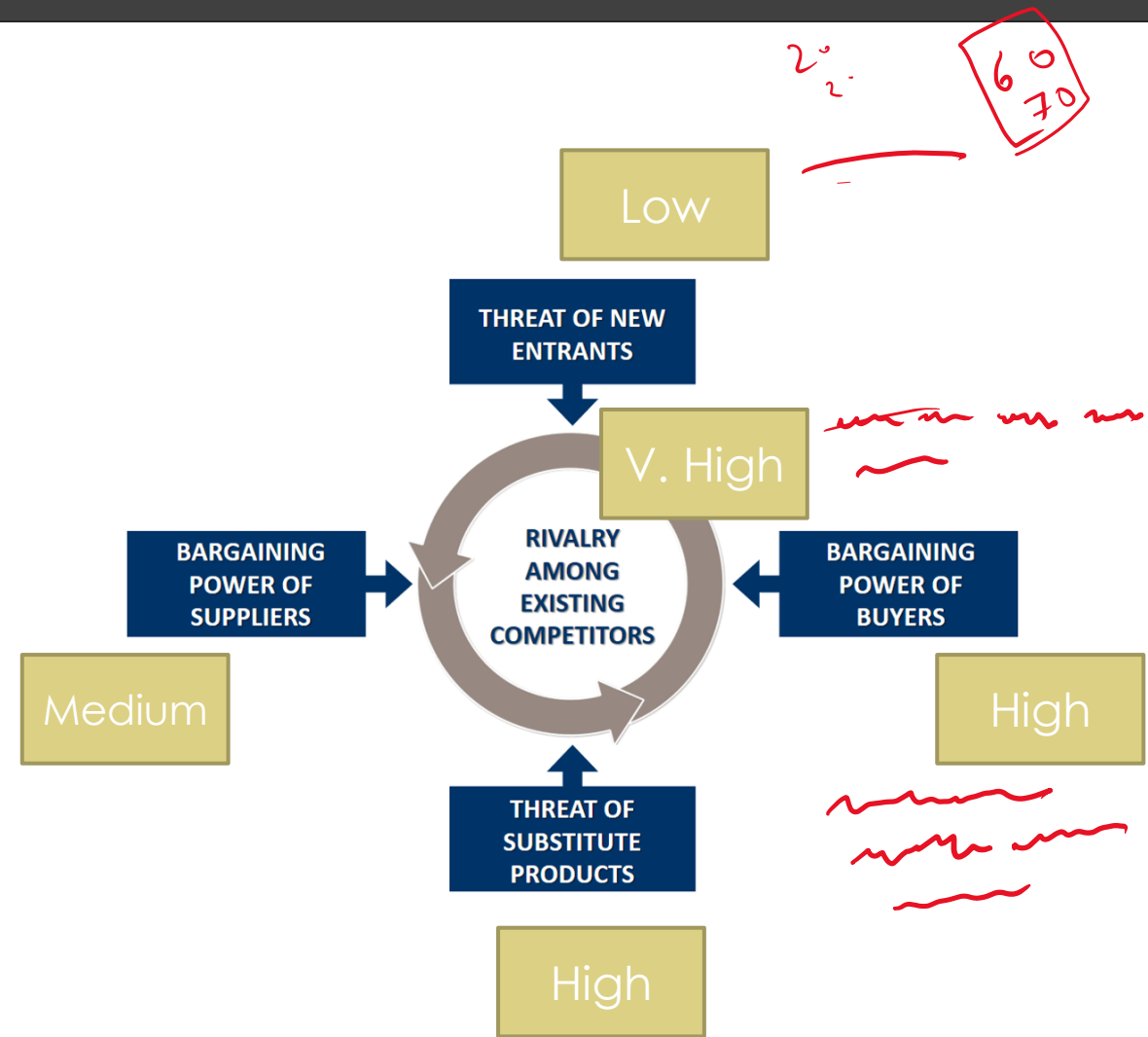
Porter's Five Forces Analysis

A Medium-sized grocery supermarket store HAPPY SUPER has 8 branches in major cities in Sri Lanka including Colombo, Kandy, Galle, Matara & Negombo. They used to have a lot of customers in their respective local areas though they had an aggressive competition with other local supermarkets such as Cargills, Keells and Laughs. HAPPY SUPER focused on grocery items, vegetables, fruits, beverages, frozen food, bakery products, home-where, household items and pharmaceuticals. There were many other specialised shops that offered the same products in the same areas.

HAPPY SUPER had no online store and they did not need to go online to market themselves as the locals in their respective areas got leaflets and brochures (with newspapers) on special offers, and the storefront advertising was sufficient for marketing. They got all their vegetables and fresh fruits directly from farmers who provided their best products from their villages. Other products were bought directly from the suppliers and manufacturers. Customers were happy with their service though there was heavy competition for the same products by many superstores, bakeries, pharmacies and small vendors.

Coronavirus Pandemic pushed many grocery shoppers to do online shopping, and shoppers found it very difficult to keep up with the demand. Ecommerce was already a quickly growing segment, and then – along comes a pandemic. COVID-19, with its shutdowns and calls for social distancing, has further accelerated the growth of online shopping. Suddenly everything changed. That human connection became a detriment. And a no-touch version of goods and even services was preferable if not essential.

This situation changed everything. Customers were not able to visit stores due to lockdown, social distancing and curfew. Therefore, many customers preferred to get their products delivered to their doorstep through online sellers. HAPPY SUPER had to change their strategy. They had to go online to sell their products and think of collaborating with a delivery service as well. Since customers had many products to buy online, they decided to work jointly with other related product sellers such as cooked food, health products, Christmas hampers, and many more.



Business Expansion with Ansoff Matrix

A Medium-sized grocery supermarket store HAPPY SUPER has 8 branches in major cities in Sri Lanka including Colombo, Kandy, Galle, Matara & Negombo. They used to have a lot of customers in their respective local areas though they had an aggressive competition with other local supermarkets such as Cargills, Keells and Laughs. HAPPY SUPER focused on grocery items, vegetables, fruits, beverages, frozen food, bakery products, home-where, household items and pharmaceuticals. There were many other specialised shops that offered the same products in the same areas.

HAPPY SUPER had no online store and they did not need to go online to market themselves as the locals in their respective areas got leaflets and brochures (with newspapers) on special offers, and the storefront advertising was sufficient for marketing. They got all their vegetables and fresh fruits directly from farmers who provided their best products from their villages. Other products were bought directly from the suppliers and manufacturers. Customers were happy with their service though there was heavy competition for the same products by many superstores, bakeries, pharmacies and small vendors.

Coronavirus Pandemic pushed many grocery shoppers to do online shopping, and shoppers found it very difficult to keep up with the demand. Ecommerce was already a quickly growing segment, and then – along comes a pandemic. COVID-19, with its shutdowns and calls for social distancing, has further accelerated the growth of online shopping. Suddenly everything changed. That human connection became a detriment. And a no-touch version of goods and even services was preferable if not essential.

This situation changed everything. Customers were not able to visit stores due to lockdown, social distancing and curfew. Therefore, many customers preferred to get their products delivered to their doorstep through online sellers. HAPPY SUPER had to change their strategy. They had to go online to sell their products and think of collaborating with a delivery service as well. Since customers had many products to buy online, they decided to work jointly with other related product sellers such as cooked food, health products, Christmas hampers, and many more.



?

Suitable eBusiness Modal

A Medium-sized grocery supermarket store HAPPY SUPER has 8 branches in major cities in Sri Lanka including Colombo, Kandy, Galle, Matara & Negombo. They used to have a lot of customers in their respective local areas though they had an aggressive competition with other local supermarkets such as Cargills, Keells and Laughs. HAPPY SUPER focused on grocery items, vegetables, fruits, beverages, frozen food, bakery products, home-where, household items and pharmaceuticals. There were many other specialised shops that offered the same products in the same areas.

HAPPY SUPER had no online store and they did not need to go online to market themselves as the locals in their respective areas got leaflets and brochures (with newspapers) on special offers, and the storefront advertising was sufficient for marketing. They got all their vegetables and fresh fruits directly from farmers who provided their best products from their villages. Other products were bought directly from the suppliers and manufacturers. Customers were happy with their service though there was heavy competition for the same products by many superstores, bakeries, pharmacies and small vendors.

Coronavirus Pandemic pushed many grocery shoppers to do online shopping, and shoppers found it very difficult to keep up with the demand. Ecommerce was already a quickly growing segment, and then – along comes a pandemic. COVID-19, with its shutdowns and calls for social distancing, has further accelerated the growth of online shopping. Suddenly everything changed. That human connection became a detriment. And a no-touch version of goods and even services was preferable if not essential.

This situation changed everything. Customers were not able to visit stores due to lockdown, social distancing and curfew. Therefore, many customers preferred to get their products delivered to their doorstep through online sellers. HAPPY SUPER had to change their strategy. They had to go online to sell their products and think of collaborating with a delivery service as well. Since customers had many products to buy online, they decided to work jointly with other related product sellers such as cooked food, health products, Christmas hampers, and many more.

Digital value hub modal is suitable. Because this modal helps to connect different suppliers, different distributors together.

****Collaboration among competitors can be harder.**

Full-service provider modal (Most suitable)
Because this supermarket planning to collaborate with other service providers.

Current Position in E-Business Roadmap

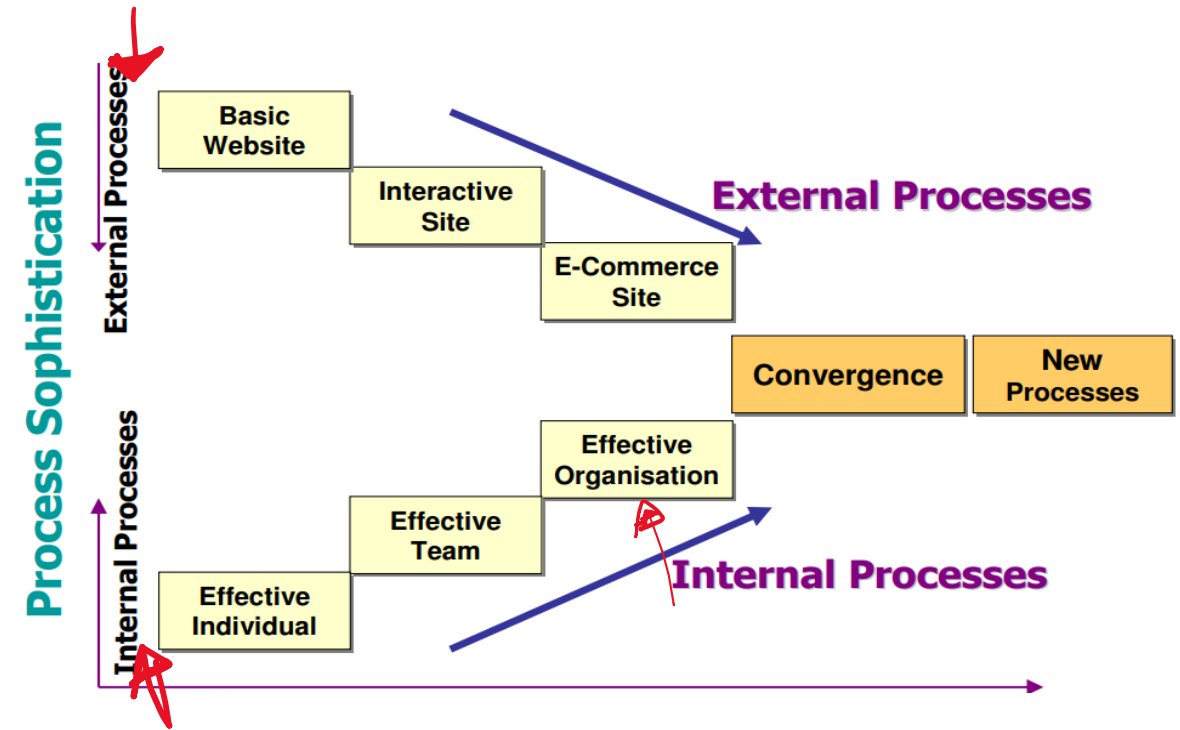


A Medium-sized grocery supermarket store HAPPY SUPER has 8 branches in major cities in Sri Lanka including Colombo, Kandy, Galle, Matara & Negombo. They used to have a lot of customers in their respective local areas though they had an aggressive competition with other local supermarkets such as Cargills, Keells and Laughs. HAPPY SUPER focused on grocery items, vegetables, fruits, beverages, frozen food, bakery products, home-where, household items and pharmaceuticals. There were many other specialised shops that offered the same products in the same areas.

HAPPY SUPER had no online store and they did not need to go online to market themselves as the locals in their respective areas got leaflets and brochures (with newspapers) on special offers, and the storefront advertising was sufficient for marketing. They got all their vegetables and fresh fruits directly from farmers who provided their best products from their villages. Other products were bought directly from the suppliers and manufacturers. Customers were happy with their service though there was heavy competition for the same products by many superstores, bakeries, pharmacies and small vendors.

Coronavirus Pandemic pushed many grocery shoppers to do online shopping, and shoppers found it very difficult to keep up with the demand. Ecommerce was already a quickly growing segment, and then – along comes a pandemic. COVID-19, with its shutdowns and calls for social distancing, has further accelerated the growth of online shopping. Suddenly everything changed. That human connection became a detriment. And a no-touch version of goods and even services was preferable if not essential.

This situation changed everything. Customers were not able to visit stores due to lockdown, social distancing and curfew. Therefore, many customers preferred to get their products delivered to their doorstep through online sellers. HAPPY SUPER had to change their strategy. They had to go online to sell their products and think of collaborating with a delivery service as well. Since customers had many products to buy online, they decided to work jointly with other related product sellers such as cooked food, health products, Christmas hampers, and many more.



According to the text they have no web presence, Also there isn't enough evidence to support what stage the organization is at in the internal process.