

## Lecture Series of the Research Institute for Supply Chain Management

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Friday, January 13, 2023, 12:30 pm



Building TC, Room TC.4.27  
Welthandelsplatz 1,  
1020 Vienna

### **HANKA SMIEJCZAK AND NICO BRAUSE: HOW GROCERY E-COMMERCE BUSINESSES MAKE OR BREAK IT**

In this presentation we'll take an in-depth view of supply chain and logistics for different grocery home-delivery models. We'll look at how distinct customer value propositions lead to different logistics requirements and impacts on costs and profitability. We'll go beyond the qualitative to examine the raw numbers and operational levers behind meal kit, 10-minute convenience and grocery deliveries.

**Hanka Smiejczak**, vice president at 4flow consulting, has ten years of supply chain consulting experience with customers from retail, e-commerce and the automotive industries. She and **Nico Brause**, manager at 4flow, work together to with customers to find the right solutions when it comes to supply chain strategy, warehousing, last mile or developing IT concepts

For further information, please contact [sekretariat.itl@wu.ac.at](mailto:sekretariat.itl@wu.ac.at)

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