



Store of the future topic

INTERNATIONAL COMPANY IN UPPSALA, ONCE A STARTUP, OFFERING TO DO THESIS/EXCHANGE ON A RETAIL TOPIC

Who / Why /Background

Join a fun, innovative, hard working, passionate team that brings the latest technology to retailers. During the thesis / exchange we could normally meet once a week for a few hours to bounce ideas and look at progress. Our company has been around for more than 10 years and been recently awarded with AAA rating (around 2% of Swedish companies receive this rating). We wish to help our retail clients and to learn more.

Topic suggestions

The thesis / exchange we would like to suggest is to make an inventory of how retailers are incorporating new technology into their stores today and how the checkout procedure in particular is changing to enhance the shopping experience.

For example, how many companies are offering mobile apps and product scanning / payment in the app to the mobile app user?

We imagine that many companies in Sweden and the Nordics can learn from seeing the results of such a study. So we thought it would be interesting to analyse 100 largest retail companies and see how many we could ask to respond to a survey on this topic. If we succeed with a nice summary we could try to send this out as a press release.

Contact info

If you are interested in joining us in 2023/2024 please send a few sentences about yourself (Swedish is ok too), why you would be happy to work on this thesis / exchange along with your CV to: management@id24.org