

Master Thesis proposal:

Set the grounds for the logistic work in a European E-commerce company?

LSBolagen is an e-commerce company based in Ängelholm, Sweden, with sales on above 50M SEK in 5 countries. As we have been fast-growing and aim to continue that way, we face a lot of challenges in our logistic work, for which we are looking for a master thesis to be written.

A main reason for the complexity of our logistics is that we are taking the role of distributor (re-seller to other brands) as well as retailer (through our own site), which forces us to have a logistic solution that can handle both cases. Most logistic systems are set-up for handling a volume of retail shipments or a few wholesale shipments, but our way of business demands both.

Some of the challenges we are facing is:

- Internationalization – We plan to have sales in 10 European countries within 3 years. All of the countries should be able to have a wide assortment and fast deliveries, with a reasonable cost for us. Our set up should preferably be scalable to a European market.
- Purchasing points and stock levels – What are the correct stock levels?
- Packing & Shipping – Each day we have large wholesale shipments as well as a volume of smaller shipments. How do we optimize the work of the staff?
- Computer system – What computer system and process is the correct ones to use, in order to get a smooth process for our two types of costumers?
- Stock management – For the distributor chain we need to stock a volume of each model, but at the same time we need to have them stocked so that we easily can make retail shipments.

A master thesis could address one or all of the above questions.

The logistical challenges we are faces are typical for the growing numbers of European E-commerce companies, so the models you create will be possible to apply on other companies.

Who are we?

LSBolagen is an e-commerce company with web sites in Sweden, Norway, Denmark, Finland and Great Britain. Our office is in Ängelholm, Sweden, which is the work place for 20 highly-motivated and driven co-workers. We are specialized in durable goods and retail products such as wine cabinets range large range cookers. We are also distributor for many of the brands that we sell, such as Climadiff (French wine cabinets), Lofra (Italian Wine cabinets) and Cornilleau (table tennis). LSBolagen's turnover was 55M SEK in 2015 and we are growing.

At present, we make purchases from both Europe and China, we have two warehouses in Sweden and one in UK, fromwhere we have daily deliveries to the 5 countries we are selling in.

Read more about us on www.lsbolagen.se

Your application

Please send your proposal for a Master Thesis to Erik Sondén at erik.sonden@lsbolagen.se, along with a presentation of you. For questions, please email jobb@lsbolagen.se or call +46 767 83 1010.

Contact at LTH: Andreas Norrman