WTT YOUNG LEADER AWARD
nominated

FHO Fachhochschule Ostschweiz

Consulting Project International Management Design for Mediterre International SA

Project Team (f. l. t. r.) behind Andrea Barboza, Lead University, Costa Rica; Joel Müntener, FHS St.Gallen, Switzerland; Ana Lucic, FHS St.Gallen, Switzerland; Manuella Lopes, FHS St.Gallen, Switzerland, Project Leader; **in front** Marta Gonçalves, Nova University of Lisbon, Portugal; Rawisara Udomsri, Mae Fah Luang University, Thailand

FHS St.Gallen
Hochschule
für Angewandte Wissenschaften

From Production to Sales – Optimization of the Value Chain

Mediterre International SA, which is active in the food and beverages sector, was seeking to improve its value chain. This project aimed at developing a model of an optimized value chain, taking into consideration product traceability as well as potential reseller markets for an international expansion.

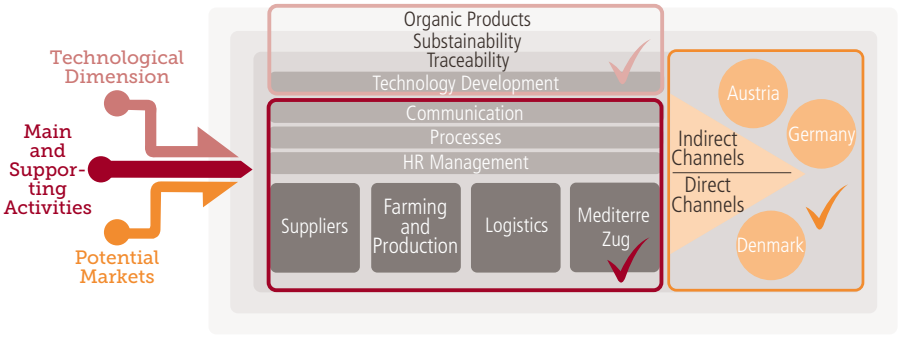
Proceeding

In a first step, secondary research on the topics of value chains, food industry, traceability, digitalization as well as on Austrian, German and Danish markets was carried out. Within the market research, qualitative interviews with value chain partners, experts, and potential resellers were conducted. To gather information about end-consumers, a quantitative online survey was undertaken. Based on all findings, the value chain as well as trends within the fields of food, traceability, and digitalization were described, and a model of an optimized value chain was developed. A description of the next steps towards implementation concluded the project.

Results

In order to optimize the value chain, the consulting team developed a company-specific approach, which was constructed upon three dimensions: main and supporting activities, technological dimensions, and potential markets. The first dimension relied on a cooperation SWOT analysis with value chain partners in order to determine areas of improvement and was concluded by elaborating an optimized process for each value chain stage. Conducted research revealed blockchain to be the most promising traceability solution. Thus, the focus of the second dimension was placed upon determining the most suitable solution provider for Mediterre International SA. The conducted utility analysis revealed IBM Food Trust to be an auspicious alternative. The last dimension was built upon a detailed description as well as an evaluation of the markets in Austria, Germany and Denmark. Austria shows great promise as the first international expansion market, and was, therefore, rated as priority number one. Hotel Schloss Mönchstein as well as Geinberg5 Private SPA Villas were suggested as potential sales partners.

www.fhsg.ch/praxisprojekte



Optimization of Mediterre's Value Chain
Source: own illustration

Mediterre International SA

Mediterre was founded in 2018 as a subsidiary of Akreum, a sub-company of the holding Wealthyard Group SA. Mediterre itself is family run and focuses on the production and sales of healthy, organic and high-quality comestibles of Greek and Italian origin, such as olive oils and fruit juices. Presently, the company is operating in Switzerland, relying on indirect sales channels to sell its products.

Client

Mediterre International SA, Zug
Valerie S. Kuenzi, Senior Consultant and Member of the Board
www.mediterre.com

We were impressed by the students' flexibility in capturing and meaningfully analyzing a transnational supply chain. This task challenged the students to think beyond constrained and standardized models. The results have exceeded our expectations and allow us to include an additional, independent perspective, when formulating our distribution strategy.

Coach

FHS St.Gallen
Dr. Ronald Ivancic

The consulting team combined complex qualitative and quantitative researches, challenging analyzes in fields of digitalization and blockchain as well as investigations on the current situation in order to optimize the client's value chain. Therefore main and supporting activities were improved, a solution to trace the product throughout all processes was integrated and recommendations for market expansions were provided.