



## New Service Development: A Case Study for the Swedish Supermarket Chain Ica

By Doreen Kupke

GRIN Verlag. Paperback. Book Condition: New. Paperback. 20 pages. Dimensions: 10.0in. x 7.0in. x 0.1in. Seminar paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2, 3, Karlstad University, course: New Service Development, language: English, abstract: Table of Content (I) List of Figures and Tables 2 1. Introduction 3 1. 1 Background and Purpose 3 1. 2 Aim 3 1. 3 Methodology 3 2. Authors Process Steps 4 3. Description of the Concept Finding for ICA 5 3. 1 Service Maintenance 6 3. 2 Improve Service Performance 7 3. 3 Service Innovation 8 3. 4 Description of the Innovations used for a New ICA Concept 9 3. 4. 1 Improvement of the Package 9 3. 4. 2 Customer Roles and Interaction 9 4. Strategy Description for ICA 11 4. 1 The Product Journey 11 4. 2 Customer Involvement 12 4. 3 Summarization of the Strategy 14 5. Conclusion 15 (II) References 16 The challenge which many companies have to face nowadays is to stay competitive at the market. According to Gustafsson and Johnson (2003), New Service Development can be used to achieve a competitive advantage and compete through services. Thereby,...



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