HSLU Hochschule Luzern

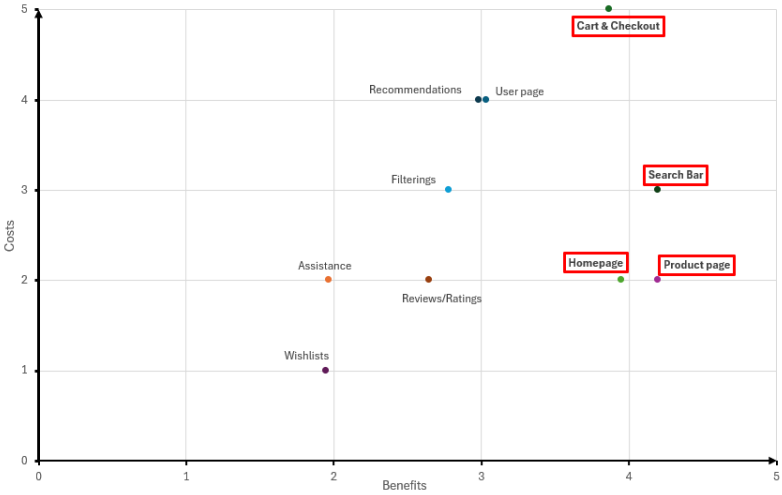
Technik & Architektur
Master of Science in Business Engineering

Master Thesis in Business Engineering

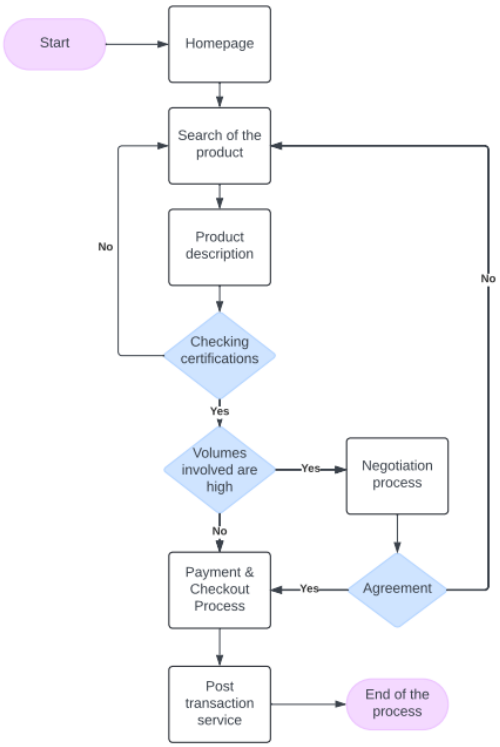
Development of Capsero's Marketplace

Analysis on best practices and risks related to the implementation of Capsero's marketplace

Capsero's modular cultivation system.



Marketplace's features analysis: Benefit-cost matrix.



Capsero's marketplace proposal workflow.

Problem Statement

This thesis aims to study the best practices and risks related to the implementation of a marketplace performed by Capsero AG. For this reason, the work has been developed together with Capsero AG, a start up that is specialized in contamination-free, certifiable and traceable cultivation of plant material to the final product. The request of the company is to develop a concept of a marketplace that can permit to create a centralized platform for the purchase and sale of plant materials, services, and production units within the CAPSERO community. This will be a centralized B2B platform intended almost for pharmaceutical and cosmetic industries, ensuring high quality standards, transparency and efficiency in transactions. In this context, the research aims to identify best practices and potential risks associated with implementing and operating the marketplace. Additionally, the study will examine possible strategies to mitigate these risks, ultimately providing the company with concrete recommendations to ensure successful implementation.

Solution Concept

The study begins with a literature review to identify key theoretical factors Capsero should consider when implementing its marketplace. Then, a competitive gap analysis is conducted to determine how the marketplace can differentiate Capsero from existing competitors. The research continues with a benchmarking of current digital platforms to highlight best practices and prioritize essential features for initial development. Finally, an FMECA analysis evaluates the identified risks and proposes appropriate mitigation strategies.

Results

The study shows that implementing a marketplace would differentiate Capsero AG from its competitors, as none of them offer a similar service. The theoretical analysis highlights critical factors, particularly those related to security and trust mechanisms, that must be addressed for successful implementation. Eleven key risks were identified, each with targeted mitigation strategies. Given their importance for a company operating in a regulated industry, relevant standards and regulations were also examined.
Finally, the research identifies best practices to guide the implementation process. These practices range from defining the optimal user journey to prioritizing which features to develop first. Overall, the thesis offers strategic recommendations to help Capsero AG successfully implement the marketplace.

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