

Designing Future-Proof Circular Business Models for the Electronic Retail: A Case Study

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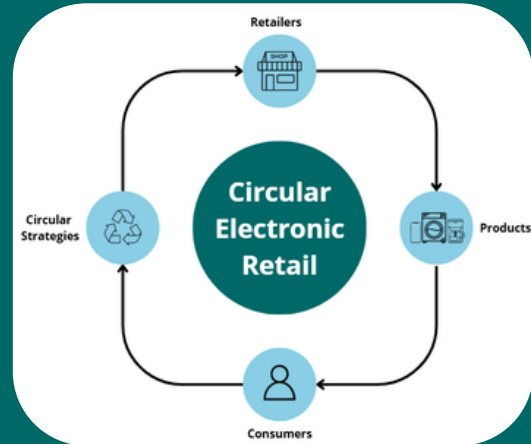
Global Business and Sustainability

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This thesis research focuses on how future-proof circular business models (CBMs) can be developed for the electronic retail sector. It examines how circular economy strategies can be translated into practical business models that help retailers move away from the current linear system and implement a more circular approach.

The study combines literature with empirical research to understand the strategies that are relevant for the sector, identifies current enablers and barriers towards a CBM, and future changes that need to be made to transition to a CBM.

Overall, the thesis aims to compare literature with practice and provide recommendations for long-term strategic planning.



Findings & Recommendations

Current circular strategies, such as repair, refurbishment, and take-back, are already implemented. However, these are often limited in scale or treated as separate activity



Important enablers include regulatory pressure, responsible ownership, strategic circular commitment, and an evolving customer segment



The main barriers include knowledge gaps, product and consumer differences, high costs, capacity constraints, and a lack of awareness.



Future changes and investments need to be made in the commercial positioning of circular products, education and training, and the promotion of circular options



Recommendations follow by starting small, educating staff and customers, pilot projects, and making different approaches for different product groups

Read the full thesis on the Repair Lab