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Yuppiechef: from clicks to bricks – an omnichannel approach for a South African business

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ALTMETRICS

CASE TEACHING NOTES

Abstract

Learning outcomes

The learning outcomes are as follows: understanding online, traditional and omnichannel retail and the challenges and benefits of each method; evaluating the effect of consumer buying behaviour on a company's growth strategy; assessing the effect of changing industry dynamics and technology on consumer behaviour; and understanding the role of consistent customer experience across different retail mediums.

Case overview/synopsis

This case looks at Yuppiechef, a successful e-commerce business, and their move from "clicks to bricks" with the introduction of retail stores. Founder and CEO of Yuppiechef, Andrew Smith, shares the current business status and considers how to maintain the brand's culture with the growth of retail and being an omnichannel pioneer.

Complexity academic level

The primary target audience for this teaching case is postgraduate business students, especially students of digital marketing, strategy and e-commerce. This teaching case is intended to be used as case study in postgraduate business programmes such as Master of Business Administration (MBA), a specialist masters' programme such as MM (Entrepreneurship), post-graduate diploma in management (PGDip), as well as selected executive education programmes.

Supplementary materials

Teaching Notes are available for educators only.

Subject code

CSS 8: Marketing.

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Keywords

Marketing Strategy Customer service Customer loyalty

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Disclaimer. This case is written solely for educational purposes and is not intended to represent successful or unsuccessful managerial decision-making. The authors may have disguised names; financial and other recognisable information to protect confidentiality.

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