Project brief – Time to Market VSM at Systembolaget

About Systembolaget

Systembolaget exists for one reason: To minimize alcohol-related problems by selling alcohol in a responsible way, without profit motive. Our vision is a society in which everyone can enjoy alcoholic drinks with consideration about health and without harming either themselves or others.

Systembolaget is a government-owned company and the only retailer in Sweden allowed to sell alcoholic beverages. The mission that we have from our owners is to sell alcohol responsibly and with good service.

Project proposal

As technology, society and human behaviour, habits and expectations develop, so must Systembolaget’s offering in order to continue to meet that mission. We see that the pace of change is ever increasing. Over time, a well-functioning and efficient service development process is vital to do so. Given the increasing pace of change, we see a specific need for reducing the time to market, from insight to launched offering.

Systembolaget needs help performing a value stream mapping (VSM) project for its service development process, from insight to launched offering, with the goal of creating a shared visualization of time losses.

Given the varying nature of development initiatives (ranging from smaller tweaks and updates up to multi-year development programs, involving varying parts of the company depending on different initiatives), we believe the VSM can be based on a selection of initiatives.

We believe the data gathering can be centered around interviews and workshops with key people from the selected initiatives.

Expected results

Primary priority:

- A completed VSM of our current service development process, where special focus given to
  - Time losses throughout the process
  - Capacities, with focus on bottle necks

Secondary priority:

- Reasoning and suggestions for improvements

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1 Systembolaget is the only company allowed to sell beverages containing more than 3.5% alcohol by volume.
• Suggestions for further analysis

Tertiary priority:

• Visualization of a possible future state of the service development process, with estimated potential time to market improvement

Relevance of the project

This project is of great significance to Systembolaget, as we hope it will build a foundation for common understanding and future development of our way of keeping our offering up to date and relevant. This will be crucial for Systembolaget’s capability to stay relevant and continue to contribute to public health.

As VSM originates in a manufacturing setting, focusing on production processes, we believe that applying it to service development in a retail company also makes it academically relevant.

Practicalities

For results to be useful, Systembolaget wants the project to be performed as soon as possible, but at the latest during the fall of 2022. Systembolaget wishes the current state mapping to be prioritised and be planned as early as possible in the project.

The people that the students will need to interview will be located in Stockholm, at Systembolaget’s headquarters, but it will be possible to perform interactions virtually.

Systembolaget uses Swedish as standard and almost all documentation is in Swedish. Interviews and workshops can be performed in English if required, but the students must be able to use written documentation in Swedish.

Contact details

To submit interest, please contact Magnus Noyan at magnus.noyan@systembolaget.se