INCORPORATING A FULL OMNI-CHANNEL COMMERCE

MARKETPLACEAT MUNICH AIRPORT

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ABSTRACT

This study aims to explore the main strategy of Munich Airport to become a full Omni-channel commerce marketplace. We used Munich Airport, one of the busiest international hubs in Europe, as our research case. The study suggested that the Omni-channelstrategy for Munich Airport includes that, firstly, all channels need to be integrated as one system. A shopping platform can be integrated into a mobile app. Shoppers have the convenience to use the app to order goods, delivered to a chosen place in the airport or even sent to customer home. Secondly, loyalty programs combined with in-store and on-the-move mobile payment are implemented. Thirdly, QR-Codes are used in the products to target customers directly and personally.

KEYWORDS: *Omni-Channel,.Munich Airport, Loyalty Programs, QR-Codes*