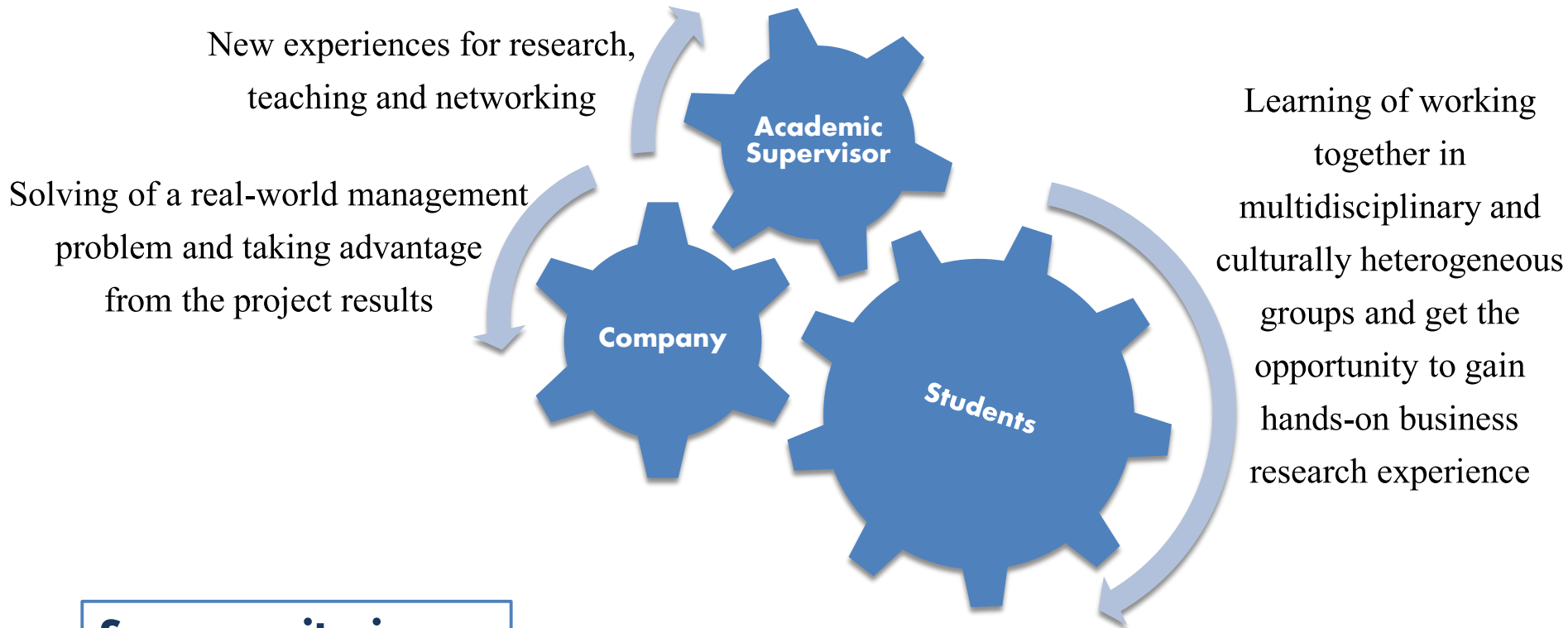


CEMS Business Projects

2018

Guidelines & Proposals

- CEMS programme requires the realization of a compulsory business project during Term 2 which represents 50% of the workload (**15 ECTS**);
- At SGH Warsaw School of Economics projects run from March to end of May (look at timeline – slide 4);
- Attendance of all the team members is kick-off meeting, mid – term presentation and final presentation (dates will be confirmed);
- Business Project is a part of the academic term during which students have compulsory classes. They are not hired by company as employees or interns (internship is a separate part of the CEMS degree);
- Projects will be conducted in 3-4 person teams;
- Project can be submitted to a confidentiality clause if required by company.



Success criteria

- detailed definition of project and expected results
- balance between professional mission and academic knowledge
- good communication between each party during the project

Application

Send email to:

- CEMS MIM SGH Business Projects Coordinator Prof.. Tomasz Sikora, PhD (tsikora@sgh.waw.pl)
- CCW Business Projects Coordinator Monika Lubecka (monica.lubecka@gmail.com)

Email should contain:

- ranking for ALL projects (1 – most preferred; 9 – least preferred)
- CV in pdf or word file

named: SURNAME Name CV

Deadline: Thu, 14 Dec. 2017

Assignment process

Students will be assigned to projects based on:

- student's preferences
- company's requirements
- previous experience

Business Project

Team leaders will contact Company representative in order to arrange kick-off meeting (all team members should be there).

Business Project start:

Thu, 1st March 2018

Business Project end: end of May

All team members should take part in final presentation.

Evaluation is based on written report and oral presentation

- CEMS BP Academic Supervisor and a company coach supervise the project.
- The charge of work (similar to a half-time job), encounters calendar, intermediate reports, global timing and other practical details are defined by company and SGH's Academic Supervisor.
- Business Project evaluation is based on:
 - a written report
 - an oral presentation.
- Company's representative and CEMS BP Academic Supervisor will evaluate the project on the basis of the written report and oral presentation. **The Academic Supervisor is responsible for grading the project.**

You will join one of eight partners



Multinational company that develops, manufactures, and markets products for the construction, building maintenance, and mining industries.



Zeb is an internationally active management consultancy specialized in the financial services industry.



Banco Santander is a leading retail and commercial bank, with a meaningful market share in 10 core countries in Europe and the Americas. BZ WBK is part of Santander Group.



Worldwide leader in software, services, devices and solutions that help people and businesses realize their full potential.



Financial services corporation, which principal business is to process the payments between the banks of merchants and card issuing banks.



Procter & Gamble

Multinational fast moving consumer goods company, its products include mainly cleaning agents and personal care products.



Société Générale S.A. is a French multinational banking and financial services company, third largest bank by total assets in France, sixth largest in Europe and seventeenth by market capitalization.

unibail·rodamco

Leading listed commercial property company specialized in shopping centers in European capital cities.

Project topic

Develop digital strategy in the construction industry.

Project objectives

Analyze the trends in the construction industry and develop a digital communication strategy to drive engagement.

For 75 years, Hilti has been specializing in providing tools and equipment for the construction industry. Today, we want to move towards even smarter solutions for our customers that expand the offering from tools to services and software. The overarching goal is to have an impact on productivity and safety of our customers' business.

We need a communication strategy that reflects the transitions, builds awareness and creates meaningful connections with the right target audience.

Work stream #1

In this business project, you will develop a digital communication strategy that strengthens the brand message and helps to increase customer engagement.

- Through desk- & field-research you will get an understanding of the Hilti business model, its customers, competitive landscape and construction industry trends.
- Key takeaways of the project for the company should include recommendations as to which digital platforms to use to reach the right target audience and what digital activities can generate the biggest business impact.
- This is a real business case. Your recommendations and strategy will be used for implementation.

Requirements & tools

Polish Investment Database - Kompas Inwestycji; Polish Statistical Office Data – stat.gov.pl; Polish Market Review – PMR; Internal Databases; Microsoft Office including Microsoft Project

Knowledge & Skills

Apart from finding new business solutions, facing real-company challenges, students will develop the following competences:

Business acumen; Analytical skills; Creativity Result orientation; Teamwork; Project Management; Presentation skills

Project topic

‘Students’ Bank 2022 – analysis and strategy development

Project objectives

Project part 1: Definition of students’ expectations towards banking and analysis of international trends.

Project part 2: Detailed recommendation on Bank’s operating model and product offer for year 2022 according to analysis from part 1 of the project.

Requirements & tools

Students will mostly use Microsoft Office for analyses and results presenting. In order to get high quality results, project group should conduct a thorough data research, surveys, work with focus groups and/or make face to face interviews.

Work stream #1

The project team should prepare background analyses on expectations of students towards banking. As current students will become very valuable clients group of banks in 2022, strategy should be focused on their needs and expectations. To get a broader view, students should analyze international trends in banking. On the basis of conducted analyses, a detailed description of strategy on banking services for a bank in 2022 should be prepared, presented to the management and summarized in the written report. The recommendation should mainly include:

- description of bank's format in 2022
- banking products scope and pricing
- detailed description of distribution channels
- quantification of presented solutions

Knowledge & Skills

Through the project students will develop a set of consulting skills, mainly: presenting in front of “management board”, communication, teamwork, analytical thinking, market research, long term strategy development with execution planning.



Project topic

How Banks in partnership with Fintech can support Polish companies in expansion of their international business?

Project objectives

Find opportunities in banking sector in supporting businesses in expanding their international business.

Requirements & tools

Flirt research with customers and other banks, survey of BZ WBK companies, statistical data bases of polish statistical office, e.g. GUS, internal data bases provided by BZ WBK, Microsoft Office.

Work stream #1

Analyse trends and needs of companies planning international expansion (China, UK, Germany, US, Spain and Latin America). Analyse tools currently available on the market. Forecast trends and build scenarios until 2025. Find gaps in services by the bank and propose solutions. Explore potential for cooperation between banks and Fintech.

Knowledge & Skills

Knowledge of trends in Corporate Banking, knowledge of tools used by corporate banks to support international companies. Research capabilities, analytical, presentation skills.

Project topic

Bring PC market back to growth

Project objectives

Building business strategy for Windows PCs' with the aim to revert current market trend.

Knowledge & Skills

- PC market insights
- Understanding of the PC business
- Knowledge about Microsoft business & organization
- Defining market opportunities and ways to address them
- Analytical, presentation skills
- Teamwork
- Project management

Work stream #1

- Current situation on the PC market – trends, insights
- Data analysis
- Defining gaps on the market and potential areas to grow
- Presenting overall business strategy and action points for the next 2 years (short-term actions + long term goals)

Requirements & tools

- Internal data (Customers insight etc.)
- Market reports (Gfk etc.)
- Insights from employees, responsible for different areas of the business – sales, marketing, operations
- Microsoft Office Suite

Project topic

Mastercard Priceless Specials loyalty platform – commercialization within bank's offer

Project objectives

To design loyalty platform provided by Mastercard in bank's offer for different customer segments. The objective for the students is to prepare recommendation in several steps: analysis of target group (psychographic, media consumption), recommendation of tools and types of activities how to reach this group and position loyalty platform, ideas generated with the agency of particular activations and communication to the group, how to differentiate loyalty offer for each product proposition of KPI's for the project.

Requirements & tools

Microsoft Office

TGI and other media tools



Work stream #1

Students are to conduct research on loyalty schemes market, analyse target groups, shopping patterns, review banking offer and propose how to fit Priceless Specials platform into it. The aim will be to prepare a strategy and plan to reach the objective which is a profitable loyalty platform with satisfying value for cardholders.

Knowledge & Skills

- Analytical skills
- Knowledge of how media agencies works
- Strategic thinking
- Banking product knowledge (especially credit cards)
- Media landscape

Project topic

The analysis of money transfer methods and services used by young people

Project objectives

The aim of this project is to analyse what methods and services are used by young people (mainly students) to settle with their colleagues on daily basis. The objective for the students is to analyse target group's behaviour, the advantages and concerns about using specific person-to-person methods. The report should consist of recommendation of approach to student to attract them with card transfers as money transfer method.

Requirements & tools

Microsoft Office – analysis, calculations, presentations

Internet – analysis, data collection, market research

Face-to-face interviews – data collection, market research



Work stream #1

Students are to conduct research on young people, ideally face-to-face interviews to analyse their payment and settlement patterns.

The research should consist of:

1. Methods and services students use for money transfers (i.e. splitting bill at restaurant, collecting money for gift, paying for renting a flat)
2. Advantages and concerns about using specific person-to-person methods
3. Approach to card-to-card payments for money transfers
4. If foreign students – how they transfer/receive money from/to family abroad
5. Cost analysis of P2P services

The students are also request to prepare a strategy and plan in response to target group needs.

Knowledge & Skills

Analytical skills; Strategic thinking; Knowledge of young people payments' behavior; Knowledge of P2P services; Knowledge of company



Project topic

Offline to online - how to make e-commerce big in hypermarket channel.

Project objectives

Focus on one of the biggest hypermarket chain.

The aim of the project is to prepare SWOT of current e-business model.

Prepare development recommendation by linking e-commerce best practices, shopper needs with suppliers and retailer market e-strategies.

Knowledge & Skills

- understand Sales role in brand and market strategy execution;
- get familiar with business culture and go to market model of the global leader in FMCG industry;
- insight into FMCG industry and e-business - market and consumer trends;
- shopper psychology influence on business decisions;
- analytical skills development - make creative connections based on different sources of data;
- strategic Selling Model: identify joint value drivers, align objectives,
- create and sell the plan.

Work stream #1

Today Hypermarket channel is declining due to shopping habit change (switch to discounters & convenience). E-commerce development is one of the opportunities to revert that trend.

Students are expected to develop breakthrough approach resulting with ready to implement e-commerce strategy based on an analysis of below areas:

- shopper behaviour & preferences;
- Hypermarket channel trends;
- Polish e-commerce market;
- Retailer CARS (Content, Assortment, Ratings & Reviews, Search) execution;
- P&G CARS strategy execution;
- Benchmark to winning e-commerce retailers.

Requirements & tools

Microsoft Office, internal database, store checks with P&G manager, set of workshops (category/shopper/market/customer related).

Project topic

How to increase the effectiveness of Sales.

Project objectives

Learn how to boost the effectiveness of Sales:

- a) Salesmen effectiveness improvement by 20-30%.
- b) Finding ways to enlarge Sales level by utilisation of modern channels, tools - where? what? how? - targeted promotions, specific internet techniques etc.
- c) Anticipation of the new Product Creation (as pay-per-use).

Knowledge & Skills

CEMS students will be faced with a very pragmatic business task. They will work with real numbers and data. They will be tutored how to correctly research and analyse the data by the very experienced top management of our Company – Head of Sales and Finance & Operations Director. They will learn how the best vendor financing is organized and what it is challenged with.

Work stream #1

CEMS students will analyse the Sales Team current effectiveness. They will compare it with our competitors' situation. We will support them with all the data needed that we may share with them. Strong analytical skills are required.

Innovative open mind-set is essential to deliver out of the box ideas that should use modern tools and/or digest interesting distribution channels. It would also be important to prove their advantage over traditional Salesman dependant distribution (price/reward comparison).

There should be interest not only in the financial sector, but also in the various industrial, high-tech sectors due to characteristics of the vendor type financing that is our domain.

Requirements & tools

Mirosoft Office

Project topic

The business project is designed around marketing in order to solve real challenges Unibail-Rodamco faces. Its output shall provide recommendations to be used by UR to improve its loyalty program and omnichannel strategy. We count on you to propose creative ideas for enhancing customer satisfaction and loyalty in UR shopping centers in Poland (Arkadia, Galeria Mokotow, Wroclavia).

Requirements & tools

You will be using MS Office to prepare the project output. In order to conduct the research, you will need to download apps for numerous shopping centers/brands worldwide, including UR malls. You will carry most of the research online, however, on site surveys are to take place within UR shopping centers in Poland (Arkadia, Galeria Mokotow, Wroclavia).

Project objectives

RETAIL INDUSTRY

Identifying global trends within the retail industry (focus on customer experience, retail digitization, social galleries, eco solutions, etc.)

LOYALTY PROGRAMS

Researching global practices for loyalty programs (within commercial real estate and a variety of other industries)

Comparing UR loyalty programs to competition in Poland and internationally

Conducting surveys to find out what Polish customers of UR shopping centers want in terms of services and benefits from loyalty programs

OMNICHANNEL STRATEGIES

What is the difference between omnichannel and multichannel?

What makes omnichannel so important?

Understanding global omnichannel strategies across industries, but with a closer look at the retail industry (not only shopping centers, but also brands' best practices)

Presenting as many as possible of interesting omnichannel strategies of retailers and their benefits

Providing recommendations on how to digitize shopping centers

Work stream #1

The scope of the business project will include:

- (i) research activities (e.g. comparison with competitors both national and international, identifying best practices across a variety of industries, conducting tailor-made customer expectations surveys)
 - a. in regards to loyalty programs
 - b. in regards to omnichannel strategies
- (ii) providing a report and a presentation providing specific recommendations to be implemented in Unibail-Rodamco's centers in Poland
 - a. in regards to UR's current loyalty program
 - b. in regards to UR's current omnichannel strategy

Knowledge & Skills

In times of deep shifts within the retail market and a rapid development of online retail, customer acquisition and retention is key for the so-called traditional retail (e.g. shopping centers). As a leader in the industry, UR sets market standards by creating innovative retail solutions. The topic of loyalty programs and omnichannel strategy is of pivotal importance for the Group's long-term strategy committed to creating new generation malls. Your work will directly impact our business decisions regarding our marketing strategy.

You will familiarize yourselves with the UR strategy and get insights into the way we conduct business. The research and our meetings will help you gain a thorough understanding of the changing retail market. The questions you will work on are designed to help you gain knowledge on challenges retail companies currently face and ways to go about them.