

We are currently looking for businesses that require research in the following areas:

Management/ Business analysis

Lancaster University Management School are offering an excellent opportunity to business managers who would like a group of undergraduate management students to conduct a business consultancy project. Students work in groups of four to six and projects may focus on a number of issues including:

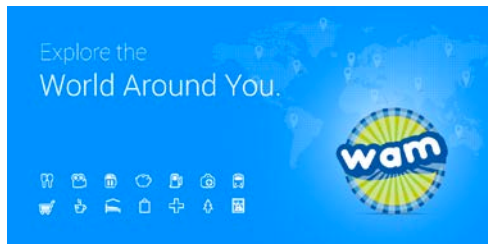
- **Analysing business processes:** e.g. evaluation of changes to processes / increasing production whilst maintaining quality / achieving economies of scale to lower fixed costs / increase quality.
- **Evaluating the customer service experience:** e.g. how the experience is perceived by the customer / transactional models of customer engagement versus relationship management models
- **Business forecasting and planning:** e.g. business analytics / where are your sales coming from / how different costs may impact your bottom-line / comparing different investment options / what types of product or service will customers be looking for in 6-24 months / opportunity versus available capacity
- **Strategy for competitive advantage:** e.g. diversifying / differentiation / new channels to market / growth / retrenchment / marketing and communications strategies / internationalisation
- **Employee Engagement and Organisational Structures:** e.g. evaluating recruitment and development of staff / comparisons of pay and reward structures / identifying skills requirements / analysing the culture and the effect of this on the organisation
- **Market research and marketing:** e.g. evaluation of marketing strategies / market research into segments and customer needs / what affects the consumer's purchasing decision / analysing the perception of your brand and managing the brand.

Timeline and costs:

- **26 September 2014:** Deadline for submission of applications
- **17 November 2014:** Initial meeting with students followed.
November-December involves further consultation to agree how work will be carried out.
- **January – March 2015:** Work carried out
Results presented in a report and presentation afterwards.

For further information and to apply:

Contact Jennifer Peasnell, Company Projects Manager for Lancaster University on studentprojects@lancaster.ac.uk / +44 (0)1524 510718.



EBIN Project

WAM company project report

EBIN Team Members:
Jing YE (31014095)
Huotian HUO (31027030)
Dmitry Bakulin (30938633)

Supervisor: Awais, Rashid



Characteristic

Mindset

Career

Team

Agility

Risk

EDP - IT Consultancy Project Report



 Li-fan Chuang 31054455	 Victor Amos 30902480	 Chun-nien Yang 30895890
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EBIN Project

Elite-Edge Marketing Consultants Ltd.

Website Evaluation / Competitor Analysis

New Website / Social Media / Promotion



"Eliter" – EBIN Team

31228638 - Ioannis Vaganof

31108517 - Mengxue Liu

31025794 - Yagang Zhu

Supervisor: Dr. Mark Rouncefield

Elite-Edge Ltd.: Mr. Paul Clement, Mrs. Marie Clement

(consultation and planning of work takes place November-December)

- January - March: Project work carried out
- Early May: Presentation of project results by your student group

Students give their time free of charge; however we do ask that the client reimburses any costs that the students incur e.g. travel, postage, telephone and printing expenses. This is normally in the range of £150 depending on the task and involvement you require. Expenses are agreed between the group and client at the start of the project.