

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.