

The Strategic Consulting Program brings sponsor companies together with MBA student consultants to deliver solutions to critical business challenges.

We offer two project options: Field Study and Applied Strategy. Both can be structured to address almost any strategic business issue. We will help you determine which option would be the best fit for your needs based on the timing and nature of your project.

**Field Study** projects are conducted through an elective course for 2<sup>nd</sup> Year Full-Time and 2<sup>nd</sup> and 3<sup>rd</sup> Year Evening MBA students. Projects last 12-15 weeks, giving the team more time to fully understand the nature of your business challenge, research potential solutions, and develop in-depth recommendations. The start and completion dates are somewhat flexible to better match the timing of your company needs. Teams are comprised of students who have had at least one full year of MBA studies including core marketing, finance and strategy courses. Full-time MBA students will have completed a summer internship, and will bring that experience to your project. Evening MBA students have an average of seven years of work experience and provide current industry perspectives in addition to their MBA skills.

**Applied Strategy** is a winter quarter academic course required of all full-time first-year MBA students, who spend eight weeks on the project while learning how strategies are created and executed. We conduct approximately twenty Applied Strategy projects per year.

	Field Study	Applied Strategy
<b>Project Length</b>	12-15 weeks	9 weeks (1 academic quarter)
<b>Project Topics</b>	Marketing (including Market Research), Finance/Business Planning, Supply Chain, Operations, HR/Organization	Marketing, Finance/Business Planning, Operations, HR/Organization
<b>Team Composition</b>	3-5 2 <sup>nd</sup> year Full Time or 2 <sup>nd</sup> /3 <sup>rd</sup> year Evening (part-time) MBA students	5-6 First-Year Full Time MBA Students
<b>Application Deadline</b>	Ongoing	November 1, 2016
<b>Introduce Project to Students</b>	At individually scheduled information sessions held at 5:00 p.m. at UW.	At Student/Sponsor Reception November 16, 2016
<b>Start Date</b>	Ongoing	January 2017
<b>Completion Date</b>	12- 15 weeks after start date	March 2017
<b>Project Fee</b>	\$8,500	\$3,450

# Project Examples

## Marketing

- Customer lifetime value (CLV) analysis and recommendations to increase CLV.
- Develop market strategy including design, packaging, and distribution channels for new product.
- Communications and marketing plan for software training and referral program.
- Customer journey-mapping and recommendations for improving customer experience.
- Define target customer segments and determine market size for a new product or service offering.
- Analyze potential channel conflicts for new product or service.
- Competitor marketing analysis and messaging recommendations.
- Develop a strategy to launch and open a national franchise store in the Seattle area.
- Market research and positioning for a product or service.
- Assessment of company social media strategy and recommendations for improvement.
- Define brand and create strategy for an internal services group.

## Finance/Business Planning

- Benchmarking of industry payment terms and recommendations for optimal policy and practice.
- Develop a financial model for optimization of asset lifetime value.
- Conduct a landscape assessment and provide recommendations for how to increase profitability.
- Develop a strategic growth plan for an organization to expand presence internationally.
- Design a financial model to optimize cash flow management.
- Identify carbon offset programs and develop a strategy to stabilize emissions with carbon-neutral growth.

## Operations & Supply Chain

- Develop ways to reduce expenses and improve accountability when using express delivery services.
- Assess production processes and develop operations improvement plan.
- Create a strategy to increase vendor options for the company.
- Conduct an in-depth operations process analysis.

## HR/Organization

- Develop recommendations for improving employee satisfaction and long-term retention of part-time employees.
- Analyze current state and best practices to provide recommendations on improvements in service delivery.
- Create a career progression guidebook for employees.
- Develop metrics for a team performance dashboard and a toolkit for improving team performance.

MBA STRATEGIC CONSULTING PROGRAM  
PROJECT APPLICATION



Date:

Company/Organization Name:

Address:

Website:

Industry:

Primary Contact (Project Sponsor):

Title:

Phone:

Email:

Secondary Contact:

Title:

Phone:

Email:

Contact information is shared with the student team only after they are assigned to the project.

Program(s) you are applying for:  Field Study  Applied Strategy

You may apply for both programs. Upon receipt of the application we will be in touch to discuss the project in more detail and determine which program would best meet your needs

**Project Description**

Please answer the following questions to help us better understand what you would like to accomplish by working with a team of our students. We will use this information to determine if the project is a good fit with the program. The students will use it in selecting the projects for which they apply. Feel free to include as much detail as you like and attach additional forms if necessary.

**1. Functional Area of Project**

- Marketing     Finance/Business Planning     Operations     Supply Chain
- HR/Organization     Other (describe)

**2. General Company Information.** *Provide a brief description of your company. If you are a large corporation, please provide details about the business unit the students will be working with.*

**3. What is the main question you would like to answer or the business problem you are trying to solve?**  
*Provide context as necessary.*

**4. Strategic implication**

*Describe the strategic issue(s) that might be addressed with the assistance of the student team.*

*Example: We plan to use their market segmentation analysis to help determine the marketing budget for a new product launch.*

**5. What other solutions are you currently exploring to address this business challenge?**

*If relevant, please provide some insight as to what (if anything) your company has done to address the issue. Examples include working with consultants, developing a cross-functional team, increasing budget or resources.*

**6. What resources could you make available to the team to ensure the project's success?**

*Examples include customer information, competitor information, survey data, industry reports, internal research reports, financial statements, etc.*

**7. What are your expected deliverables?**

*The project will conclude with the team presenting their findings and recommendations to you at your corporate offices. What would you expect to receive at the final presentation? Examples include financial modeling tools, marketing plans, competitive landscape assessments, market segmentation analyses, new organizational models, business expansion plans, and market entry strategies.*

Please note that the demand for this program is such that we often have more applications than MBA teams, so there is a chance that we may not have a team of students for your project. In that case we will try to find another way to meet your needs.

**Email the completed application to:** [jenbauer@uw.edu](mailto:jenbauer@uw.edu)

Upon receipt of the application we will be in touch to discuss your project idea and provide detailed information about the program logistics. Thank you for your interest in working with our students.

University of Washington  
Michael G. Foster School of Business  
MBA Strategic Consulting Program

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