

# MBA Global Consulting

## WE DELIVER

**The UW Foster MBA Global Consulting Program can help you expand your international business and make it more profitable.** Teams of Foster MBA students will work with you to research complex business challenges and provide you with actionable recommendations.

**How does it work?** Global consulting projects span 12-15 weeks and are conducted in both autumn/winter and winter/spring quarters. The projects kick-off in October and January with the teams' first meetings with their corporate sponsors. The students conduct preliminary research and then spend 10-12 days in-country where they conduct primary research and make an in-depth analysis of the company's strategic issues in that market. Upon their return to the US, the students complete their recommendations and make a final presentation to the sponsor companies.

Utilizing their training in **strategy, finance, marketing, operations and supply chain management**, the teams make recommendations for solving strategic problems, enhancing organizational effectiveness and competitiveness, and exploring and evaluating new global business opportunities. Some examples:

- **Developed a Southeast Asia distribution strategy for a marine equipment maker.**
- **Made a competitive analysis on the Western Europe industrial products market for an on-line wholesaler.**
- **Evaluated the options for outsourced aircraft parts fabrication in South America.**
- **Helped a Seattle manufacturer increase B2B sales in China from its China-based factory.**
- **Created a China brand strategy for a Chinese sporting goods manufacturer.**
- **Performed a competitive market assessment in Asia for a large cloud services provider.**

# GLOBAL CONSULTING PROJECT 2018-2019

Project activity	October-February	January-May
Application deadline for sponsor companies	September 15	December 1
Project kickoff: Student teams meet with their corporate sponsors	October 2018 (In-person or virtual)	January 2019 (In-person or virtual)
Students conduct pre-trip research before traveling abroad	October-November, 2018	January-February, 2019
Students go abroad to conduct in-country research	December 8-21, 2018	March 8-22, 2019
Final presentations	February 18-28, 2019 (In-person or virtual)	May 13-24, 2019 (In-person or virtual)

**There is no fee for this program. Sponsor companies prepay the air, hotel, per diem and in-country expenses directly related to the project. Maximum amounts to be agreed upon before the project commences.**

Real-world consulting projects and global exploration both have a rich history here at Foster. Our MBA Strategic Consulting Program has conducted projects for hundreds of companies involving more than one thousand MBA students. Through this program the sponsoring companies gain valuable insights on strategy, marketing, supply chain, finance, and organizational management.

## Testimonial

**“Strategic Sports Ltd.** is a leading producer of high quality cycling, skate, snow, motor sports and equestrian helmets. Founded in 1991 as a humble assembly operation, we have since developed into a premier Asian manufacturer with 10 China-based production facilities and 40 product lines. Our company is primarily OEM focused, as we manufacture for leading brands in North America, Europe, Australia and Southeast Asia. **The goal of this project was to help us create a brand and marketing strategy for our own Corsa line of helmets, to be sold only in China.** The Foster MBA Global Consulting team researched the China helmet market from Seattle during winter quarter. Then in March they traveled to Hong Kong and Dongguan where they met with our Corsa brand staff and conducted extensive on-the-ground research by visiting helmet distributors, retailers and users. All of the team members spoke Mandarin Chinese, making them very effective. Using a very clear and structured process, they provided valuable outside perspectives and analysis of the market and actionable recommendations for us to build our brand in China. We would highly recommend this excellent program to any company seeking to expand their global business.”

**Norman Cheng, Managing Director**

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*Foster MBA Global Consulting team at Strategic Sports' Dongguan, China factory.*

**Please contact us to learn how a team of Foster MBA students could help you improve your global competitiveness.**

**BE BOUNDLESS**