

Babson Undergraduate Management Consulting Field Experience (MCFE) Sample Project Scopes

Please see below for some sample project scopes for our **Management Consulting Field Experience Program (MCFE)**. Project scopes vary greatly across industries, and are not limited to what is listed here. Project disciplines may include:

Finance: Financial modeling for sustainable housing development.

Strategy: Analyze community impact on million dollar municipal investment project.

Marketing: Market research & social media for international ecommerce company.

Analytics: Collect & analyze consumer behavior data at major league sports venue.

Supply Chain & Operations: Establish online ordering/delivery system for popular local retailer.

Entrepreneurship: Develop innovative go-to-market strategy for tech startup.

Project Challenge: With the growing elderly population, the existing incidence of chronic diseases and an ever-increasing national expenditure on healthcare, the durable medical equipment market is booming. Our company works with original equipment manufacturers (OEM's) to finance leases of durable medical devices (X-rays, ultrasounds, patient monitoring, laboratory equipment, etc) for customers that may not otherwise be able to afford it; the ultimate goal being sales improvement and an increase in cash flow. Our company sees the leasing opportunity for mid and lower markets as underserved. 35-40% of all medical equipment in the US is currently being leased, but the majority of this is done via large manufacturers and their own internal financing arms (example: GE Healthcare/GE Capital). This leaves a great deal of opportunity for small to mid-size medical device manufacturers to partner with financing providers like ours.

Project Deliverables: The objective of this project is to further develop the approach to market this service to target OEM's. The project would be comprised of a market study to determine who the right target OEM's are, followed by the creation of a Go-To-Market strategy, including marketing materials.

Project Challenge: Our Company is a leader in performance and lifestyle clothing - with the goal to be the fastest brand in the world. The brand is always looking for "what's next" and wants to capitalize on internal creativity from all divisions to drive new ideas.

Project Deliverables: Provide us with guidance on how to introduce an Idea Tank forum for the global company. What systems are needed for a successful crowd sharing forum? How will this run/operate? What are the resources needed for successful implementation? What are best practices from other crowd sharing companies/sites?

Project Challenge: Our Company would like to redefine their marketing and PR strategy. The company recently undertook a comprehensive re-branding project to reposition the company in the marketplace. We now need to further refine and align our marketplace. We now need to further refine and align our marketing and PR efforts to strengthen and enhance the new company brand

image, as well as to capitalize on the rapid changes occurring in the world of marketing and PR. Based upon these efforts, we hope to double our sales over the next 12 months.

Project Deliverables: The students will study what is currently being done and identify the strengths and weaknesses of the current program on both the wholesale and retail sides of the business. Based on their findings, the group will develop specific recommendations that can be implemented within six months. Ideally, the group will actually lead the implementation of some of the recommendations themselves. Areas to be considered will be the use of social media, advertising, product placement and trade shows, among others.

Project Challenge: A non-profit organization is seeking to have the MCFE Program implement a community economic impact study that will measure the impact that a new facility will have on the surrounding community. The economic impact study will need to look into the impact that a new, larger facility will have in the area. The study will also explore any negative impacts or barriers to maximum community impact. Once the community impact study has been completed, we will develop new programs to meet community needs. These programs will be accompanied by a targeted marketing campaign, and plans for program sustainability.

Project Deliverables: Students will deliver a community impact study addressing the following areas:

- Population served
 - Impacts on local businesses
 - Traffic patterns, both foot and automotive
 - Philanthropic support for programs
 - Job creation
 - Membership growth
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Project Challenge: Our 70 year old, frozen dessert company with locations world-wide needs to develop a strategy to better acquire, train, and retain employees in order to increase morale, passion for the brand, and foster a culture of service that is consistent across our franchises.

Project Deliverable: Recommendations on how to define and improve the “culture of service” for our stores in North America. Recommendations will include effective strategies and new marketing materials geared at attracting and retaining GEN Z employees. Recommendations will also include how we can effectively communicate with franchisees, and how franchisors can best communicate with their team members.

Project Challenge: Our professional sports team is currently hosting tournaments at a local universities stadium, which restricts certain areas of growth like revenue streams and flexibility when hosting events. We would like our student consulting team to compile a case study including ideal locations to build a stadium, opportunities that are made available by a team owning their home stadium (revenue streams, etc.), and challenges of owning a property as opposed to renting. This study should include a look at facility management, security, emergency services, concessions, and anything else that might go into costs for game day operations.

Project Deliverables: Students will provide a report which summarizes their research of the ideal location for the building of a stadium for the athletic team and also provided recommendations for the buildings amenities, specifications, and costs.