

MANCHESTER  
1824

The University of Manchester  
Alliance Manchester Business School

# Master's Student Consultancy Projects

A guide to how we can help your business

## A cost-effective approach to business solutions

---

Consultancy projects are a great way for your company to gain the expertise of our highly motivated, talented and enthusiastic postgraduate students studying MSc Business Analysis and Strategic Management.

They can research, analyse and deliver practical recommendations on a range of business issues, enhancing your strategic goals with:

- New ideas
- New perspectives
- Better understanding
- Clarity
- Focus
- Vital internal and external business knowledge



"This project has been of huge value. With our business growing in the UK we can now look with confidence to the significant opportunities that international expansion presents and we have a great plan that's ready to go."

Joe Taylor, Co-founder at Real Handful Ltd.

## Benefits to your organisation

---

You will benefit from constructive analysis and consultancy, helping you to make strategic, knowledge based decisions about your business.

- **Educated students** - The MSc course is built around the challenges facing businesses, giving our students the knowledge needed to thoroughly research, analyse and give strategic recommendations.
- **Cost effective** - Projects are on an unsalaried, expenses-only basis.
- **Time effective** - Our student consultants drive the project, with you as a partner.
- **Flexible** - We work to your requirements to determine the number and location of students.
- **Supervised** - Projects are supported by experienced academics from Alliance MBS.

# What can our student consultants do to help your business?

Previous projects successfully delivered by our students include:

## Future business strategy

*For a manufacturer*

Developed a full business strategy, based on thorough research and analysis, exploring the potential to expand the R&D services of the business.

## Growth potential

*For a leisure centre partnership*

Measured the social value and impact of services provided to local communities, understood potential for growth and developed a strategic plan.

## Business diversification

*For a logistic delivery company*

Explored the growth opportunity of specialist commercial vehicles including competitor analysis, identifying potential customers, legal considerations and pricing structure.

## Marketing strategy

*For a restaurant chain*

Identified suitable overseas markets and developed a sustainable expansion and marketing plan.

## Business collaboration

*For a charity*

Assessed a potential market for a new app and identified prospective partners to develop a marketing strategy with.

## Financial planning

*For a software company*

Developed a financial model and plan for the next 3-5 years considering revenue, cost, market size and traction.

## New markets

*For a product testing service*

Evaluated the e-commerce market and explored potential value gains and how to adapt to a new style of retail.





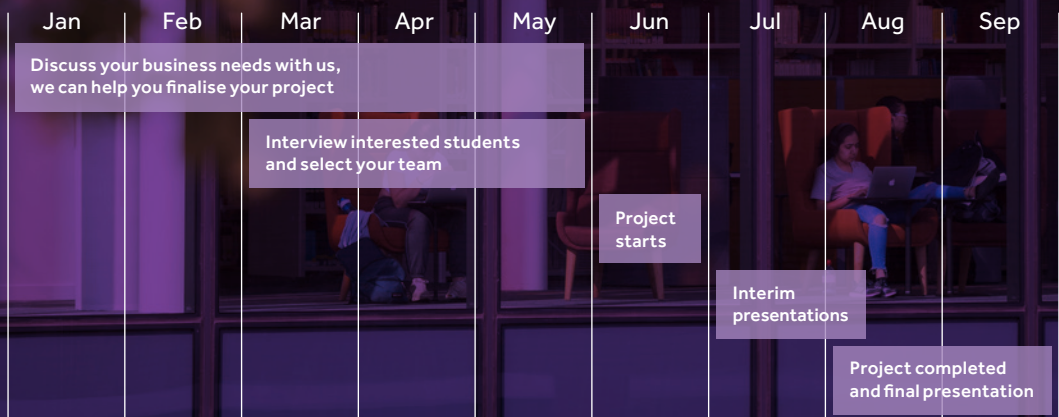
"Over the course of several years, Risktec has been privileged to witness the energy and rigour with which the student consultants have embraced the challenges that our management board have presented to them.

"The final output of these projects has always been thought-provoking, and by developing greater clarity in our vision for Risktec's evolving markets, has provided genuine and practical guidance to our strategic decision-making.

"The team at Alliance MBS are well-organised, responsive and very easy to work with. Risktec would, without any hesitation, recommend participation in the Master's Student Consultancy scheme to any business seeking further insight into a defined strategic management challenge."

Steve Lewis, Director, Risktec

## Consultancy project timeline



## Want to know more?

Visit our website or contact one of our advisors to discuss your requirements.

[alliancembs.ac.uk/access-masters-talent](http://alliancembs.ac.uk/access-masters-talent)  
[postgraduate.careers.service@manchester.ac.uk](mailto:postgraduate.careers.service@manchester.ac.uk)  
0161 275 0129 / 0161 275 6516

Postgraduate Careers Service,  
Alliance Manchester Business School,  
Booth Street West,  
Manchester, M15 6PB