

Consultancy Projects Master Global 2015 Companies May 19th 2015



ANGELINI

SAILING TECHNOLOGIES
R+D Group



The company: Equatorial Coca-Cola Bottling Company (ECCBC)

- Web Site: www.eccbc.com
- Group: COBEGA and The Coca-Cola Export Co. for Africa
- Address: Av. Països Catalans 32
08950 Esplugues de Llobregat
- Main focus: **ECCBC** was founded in 1997 as a joint venture between Cobega and The Coca-Cola Export Co.. ECCBC currently comprises 18 companies, has its headquarters in Barcelona and operates in 13 countries in North and West Africa.
- Project briefing description:
 - First part is to create a methodology in order to build up the commercial guideline and report system for West African Countries (WAC).
 - During the second part, students will have to set the job priorities, execution tempo and future suggestions for the new WAC commercial manager.

The company: Panreac AppliChem

- Web Site: <https://www.applichem.com/start.html>
- Group: ITW Reagents
- Address: C/ Garraf 2, Polígon Pla de la Bruguera
08211 Castellar del Vallès
- Main focus: Panreac is a manufacturer of laboratory reagents and chemicals for industrial use. Their products cover chemical, biological, pharmaceutical and medical research and production applications. they market products worldwide through an extensive distribution network to more than 80 countries, under the brand **PanReac AppliChem**.

Project briefing description:

- The objective is to define an operational and business model in order to develop the biochemical (Applichem) portfolio segment for Nordics and UK.
- Students will have to define what the market is, its potential volume and create a business model assuming different scenarios.

The company: Monocrom SA

- Web Site: www.monocrom.com
- Group:
- Address: C/ de la Vilanoveta 6
08800 Vilanova I la Geltrú (Barcelona)
- Main focus: **Monocrom** as a consolidated company with almost twenty years of experience, focuses its activity on the design, manufacturing and marketing of Low & High Power diode lasers and advanced Solid-State Lasers. They are a Spanish company with extensive experience the field of laser technology. They are specializing on Laser Diode Modules, High power Diode modules (Laser Diode Bar Assemblies) and on R+D Laser services.
- Project briefing description:
 - Internal and external marketing plan in order to convey the image of a serious and competent company.
 - Students will have to study competitor's image, how prospects search for laser solution in the web and develop the corresponding marketing plan for the company.

The company:

- Web Site: www.citel.es
- Group:
- Address: C/ Bosch i Cardellach, 29.
08202 Sabadell, Barcelona
- Main focus: Citel is a Manufacturer of technical textiles specialized in sun protection. Vertically integrated, it controls the whole production process, from spinning to finishing, which allows them to control and take care of the quality of their fabrics.
- Briefing description:
 - The objective of the first part is to help the Company decide between two possible investments in the mesh product division. Students will have to analyze both investments from an economic point of view (NPV, IRR, B/C, amortization, cost evaluation) and from a strategic point of view (SWOT, decision tree, 6forces, market size, market growth, market trends).
 - During the second part, students will have to create the business model in order to maximize profits of the decided investment.



The company: Angelini

- Web Site: www.angelini.es
- Group: Angelinipharma Italia
- Address: C/ Osi, 7, 08034 Barcelona
- Main focus: Angelini manufactures and markets **pharmaceuticals and health-care products**. The Angelini mission is to meet costumers' day-to-day needs with effective, reliable and high-quality pharmaceuticals and parapharmaceuticals that are widely available and accessible. In so doing, Angelini aims to provide real and tangible support for the wellbeing of each and every consumer. This goal is expressed through a clear vision: to be consumers' first and automatic choice in the field of health-care and every-day wellbeing.
- Briefing description:
 - First part of the task is to define the new communication strategy of Juanola as a megabrand, especially through social networks.
 - Second part is to define the business model in order to penetrate the Nordics.

The company: Sailing Technologies

- Web Site: <http://sailingtechnologies.com/en/>
- Group: Sailing Technologies
- Address: C/ de Calatrava 68, 08017, Barcelona
- Main focus: **Sailing Technologies** is a spin-off company of the **Institut Químic de Sarrià** specializing in the development and marketing of high-technology sailing products that improve the living conditions and safety of sailors on board ship.
The core business of **Sailing Technologies** consist of the marinization and sale of the products developed by sailing research groups at universities, in the sailing industry and in high level competition and recreational sailing in particular.
- Briefing description:
 - Define the penetration business model for the AustralAsian market.
 - Student will have to understand the product, the market, players, customers, entry barriers and develop a launching plan.

The company: Bertschi

- Web Site: <http://www.bertschi.com/index-en.html>
- Group: Bertschi AG
- Address: Polígono Industrial Riu-Clar.
Parcela 169-179. E-43006 Tarragona
- Main focus: Leading the European Chemical Transport Market with our commitment to safety, quality, service and environmental protection
Increase customer profit margins through integrated logistics concepts, logistic outsourcing and supporting logistics project management
Ongoing commitment to the development of efficient intermodal transport concepts, including rail and sea transfers
- Briefing description:
 - Define the penetration business model for the Brazilian market.
 - Students will have to understand the Bertchi world, search for the Brazilian chemical clusters, analyze their location, needs and build up a 5 years business plan.

The company: Corgrap

- Web Site: <http://www.corgrap.com>
- Group:
- Address: C/ La Noguera 30-36,
Polígono Industrial "Can Carner"
08211 Castellar del Vallès
- Main focus: Starting with the wire that we use as our raw material, we apply our state-of-the-art technology in a complex process to transform it into various types of fixing systems: staples, nails, screws, pins, brads, etc. and with different finishes: stanox, electro galvanized, copper plated, stainless steel AISI-316, aluminum, etc..
- Briefing description:
 - The objective is create the business plan the Crograp staplers in the Nordics and Germany.
 - Students will have to understand the stapler world, study the different markets, players, customers and entry barriers in order to develop a business plan.