

Consultancy Projects Master Global 2016-17 Companies Sept 2nd 2016



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.
- Briefing description:
 - To propose a plan to manage and optimize cash within ECCBC group, its treasury and finance risks, bank improvement and their internal control procedures.
 - Students will have to study the nowadays ECCBC cash control system, treasury forecast, and associated software. Study the risk monitoring for Africa and propose a strategic and operational approach to be implemented.

The company: Agbar

- Web Site: <http://www.suez-environnement.com/group/profile/>
- Group: Suez Environnement
- Address: Passeig de la Zona Franca, 0, 08038 Barcelona
- Main focus: As an industrial services and solutions company specializing in securing and recovering resources, SUEZ provides its customers (local authorities, industry and consumers) with concrete solutions to address new resource management challenges. Water, waste-based secondary materials and energy are essential for the vitality of human activities.
- Briefing description:
 - Propose a launching strategy for the Smart Agriculture concept.
 - Students will have to define what the market is, its potential volume in different markets (Europe, America, and Asia) and create a business model for the most promising ones.

The company: RoboDK

- Web Site: <http://www.robodk.com>
- Group: Startup
- Address: Carrer de Cerignola, 13, 08022 Barcelona, 08022
- Main focus: RoboDK is a company which aim is to develop and commercialize technological products that help robot programmers to easily program robots. We focus our development on adding new features to our RoboDK software as well as keeping it user friendly and easy to learn. We also believe that our RoboDK product needs to be better marketed and distributed through a network of resellers.
- Briefing description:
 - Propose a launching plan in Asia, especially China.
 - Student will have to understand the product, the market, players, customers, entry barriers, and propose business model to be implemented into a launching strategy.

The company: Lipotec

- Web Site: <http://www.lubrizol.com>
- Group: Lubrizol
- Address: Pol. Industrial Camí Ral, C/ Isaac Peral, 17, 08850 Gavà, Barcelona
- Main focus: **A world leader in high tech active ingredients dedicated to cosmetics.** Founded in 1987 in Barcelona (Spain) and acquired in 2012 by Lubrizol (Berkshire Hathaway), Lipotec has become in just a few years a well-known worldwide expert in advanced active ingredients for skin and hair care.
- Briefing description:
 - The objective of is to propose a launching plan for the Lipofoods microencapsulated functional ingredients for the functional foods and dietary supplements industries.
 - Students will have to understand the company, its products, the related market, players, customers, channels, pricing and propose business model to be implemented into a launching strategy.

The company: Esteve Química

- Web Site:
http://www.esteve.es/EsteveFront/CargarPagina.do?pagina=eq_somos.jsp&cm=340&lng=en
- Group: Esteve
- Address: Av. de la Mare de Déu de Montserrat, 12
08024 Barcelona
- Main focus: Esteve Química develops, manufactures and markets advanced intermediate products and active pharmaceutical ingredients for the pharmaceutical industry. With more than 50 US DMF's and 17 CoS, Esteve Química is one of the leading companies in its sector and the only one with in-house industrial activity in the three main continents Europe, America, and Asia
- Briefing description:
 - Help Esteve choose its new management documentation software to be implemented in 2017.
 - Students will have to understand the company, analyze the different software solutions, their applicability, the easiness of use, supplier reliability, the number and complexity of documents involved, and select the software that suits Esteve needs best.

The company: Hydrokemos

- Web Site: <http://hydrokemos.com>
- Group: IQS Startup
- Address: Via Augusta 390, 08017, Barcelona
- Main focus: **Hydrokemos** is a company developing, assessing, directing, implanting, and new procedures and technologies, especially in synthetic and extractive chemistry, biotechnology, and ecological agriculture. The main product is a plant to remove nitrates from contaminated ground waters: the electronitrication.
- Briefing description:
 - World potential market for Hydrokemos electronitrication plants.
 - Student will have to understand the product, the market, players, customers, entry barriers and propose business model to be implemented into a launching strategy.

The company: Schneider Electric

- Web Site: <http://www.schneider-electric.com/ww/en/>
- Group: Schneider Electric
- Address: Bac de Roda 52 - Building A, 08019 Barcelona
- Main focus: The global specialist in energy management and automation. Schneider Electric develops connected technologies and solutions to manage energy and process in ways that are safe, reliable, efficient and sustainable. The Group invests in R&D in order to sustain innovation and differentiation, with a strong commitment to sustainable development.
- Briefing description:
 - Propose a South European market strategy for Schneider's Asset Performance Management (APM) products that cover data capture, integration, visualization and analysis in an SW platform in order to improve the reliability and availability of the physical assets.
 - Students will have to gather information about APM services around the world and propose a value proposal for the said countries

The company: Ricardo Molina

- Web Site: <http://www.ricardomolina.com>
- Group: Ricardo Molina
- Address: Via Laietana, 19, 08003 Barcelona
- Main focus: **Ricardo Molina S.A.U.** is a family business **founded in 1927** that distributes **Specialty Chemical Raw Materials and Natural Ingredients**. With its headquarters in the center of Barcelona, Ricardo Molina is a powerful multinational group with presence, in addition to the Iberian Peninsula, in different countries of Latin America and Africa.
- Briefing description:
 - Propose a Social Network Strategy for the company.
 - Students will have to understand the Ricardo Molina world, search for what competitors and chemical producers do in the social network world, what works and not, at what cost, analyze the company situation and needs and build up a 3 years social network strategic plan.