

Consultancy Projects Master Global 2014 Companies May 9th 2014



CEDERROTH



The company: Cederroth Distrex Production SA

- Web Site: www.cederroth.es
- Group: Cederroth AB
- Address: Carrer C/D 11-12
Polígon Indust Can Barri
08415 Bigues I Riells (Barcelona)
- Main focus: **Cederroth** is a dynamic company with an extensive range of products in the personal care, healthcare, wound care, household and first aid sectors. In each product category, the company has a number of very successful brands with strong positions in highly competitive markets. We are one of the companies in the industry that works across the entire value chain from idea and R&D to finished product. Several of our products are manufactured at our own plants in Sweden, Denmark, Poland and Spain.
- Project briefing description:
 - The objective is present the proposal of a centralized export department for the whole Cederroth group in order to gain distribution efficiency and free resources to expand core brands into new markets. Students will have to study the market potential of USA/Canada and LatAm for their brands and elaborate a sensible proposal.

The company: Infun SA

- Web Site: www.infun.es
- Group: Infun
- Address: Camí de Can Ubach 25
Polígon Indust Les Fallulles
08620 St Vinceç dels Horts
- Main focus: The industrial group was funded in 1948 at St
Vicencç dels Horts close to Barcelona. His main asset
is its professional human team. Through technologically
advanced processes and products, the group
designs, produces, mechanizes and assemble, in
collaboration of the automobile sector main brands,
high liability pieces and components.
- Project briefing description:
 - The objective is to clear up which should be the commercial
structure of the company in future. Students will have to study
the nowadays situation and demand, analyze markest and
customers trends and their impact into the assortment and
commercial structure.

The company: Aqualogy

- Web Site: <http://www.aqualogy.net/en>
- Group: AGBAR (Sociedad Aguas de Barcelona)
- Address: Av Diagonal 211 (Torre Agbar)
Barcelona
- Main focus: Offer integrated water solutions (process water and waste water) for Food and beverage, Energy, Mining, Paper and Cellulose, Chemicals and Pharmaceuticals, Healthcare, ports and Security and Defense.
- Project briefing description:
 - The objective is to study the worldwide potential of the CTH technology. For that, students will have to find water recycling structures and other parameters in order to assess which would be the most interesting countries to begin with and how.

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

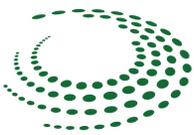
- Web Site: www.eccbc.com
- Group: COBEGA and The Coca-Cola Export Co.
- Address: Av Països Catalans 32
08950 Esplugues de Llobregat
- Main focus: **ECCBC** was founded in 1997 as a joint venture between Cobega and The Coca-Cola Export Co.. ECCBC currently comprises 18 companies, has its headquarters in Barcelona and operates in 13 countries in North and West Africa.
- Project briefing description:
 - The objective is to develop and implement a new simple software utility to plan demand, deployment, production, machine load and material supply. This utility will have to be used in the ECCBC plants in West Africa.

The company: Smart Shopping Solutions

- Web Site: www.smartshoppingsolutions.com
- Group: Tecalum Tecalex
- Address: Crta de Banyoles 31
17481 St Julià de Ramis (Girona)
- Main focus: **Smart Shopping Solutions (3S)** is a company that has just started operations to fulfill an opportunity in the retail sector trying to help their customers to increase sales and added value. 3S is designing, manufacturing, commercializing, and supplying and servicing equipment for commercial installations integrating technology to enhance the characteristics and improving the performance increasing the sales ratio as well as reducing operating costs.
- Project briefing description:
 - The objective is to explore the USA/Canada markets for the 3S products. Students will have to validate the 3S product concept and find out who might be the potential customers in these markets and how they can be reached.

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:
 - The objective is to create a competitor map and determine the entry strategy of Monocrom into USA, Germany, Russia, South Korea and Brazil.



The company: Nnergix Energy Management SL

- Web Site: www.nnergix.com
- Group:
- Address: Av. Torre Blanca 5-7
ESADE Creapolis Building
08173 St Cugat del Vallès (Barcelona)
- Main focus: **Nnergix** is an on-line data mining and energy forecast service designed by renewable energy industry professionals. The company is using advanced Artificial Intelligence solutions to predict and point How much, When and Where renewable energy will be available.
- Project briefing description:
 - The objective is to study the possible interest of cities, neighborhood, regions to predict their energy consumption and production. Students will have to find out different energy related parameters, who could be interested in such predictive information and which concept they would be sensitive to in order Nnergix can offer the right product.

The company: BTC España

- Web Site: www.btc-europe.com
- Group: BASF AG
- Address: C/ Can Rabia 3-5
08017 Barcelona
- Main focus: The **BASF** companies produce chemicals for all industrial sectors worldwide.
BTC is the transportation company in the BASF Group and is specialized in the sensitive chemical transportation.
- Project briefing description:
 - The objective is to re-activate customers that do not transport all their purchased chemicals through BTC. Students will have to benchmark the nowadays BTC sales structure comparing it with other structures that perform better in this aspect, either inside the group or outside it. An improvement plan is expected.