

The University of Manchester
Manchester
Business School

MANCHESTER
1824

MBS

Consulting

Original Thinking Applied



**PROVIDING REAL VALUE TO
ORGANISATIONS BY
GENERATING NEW
APPROACHES THROUGH A
COMBINATION OF
INNOVATIVE THINKING AND
ACADEMIC RIGOUR.**

MBS CONSULTING

MBS Consulting is Manchester Business School's in-house consultancy service. Faculty led and staffed by exceptional MBS students and graduates with experience of business consulting, MBS Consulting is a flagship Manchester Business School initiative.

OUR APPROACH

MBS Consulting is an ideal vehicle if your company is looking to the future, looking at expansion, and seeking new opportunities on both a local and a global level. It will provide you with a small team of normally 3-4 consultants dedicated to working full-time on a project. The length of the project will be determined by your requirements. You will set the brief to ensure that it meets your specific requirements. Associate Consultants will work on or off-site, as the consulting engagement dictates. Deliverables from the consulting engagement will be influenced largely by your requirements.

- Working collaboratively with clients
- Developing a deep understanding of clients' needs and aspirations
- Bringing fresh ideas and providing tailor-made solutions
- Being accessible, flexible and responsive





CONSULTING TEAM

MBS Consulting will provide a small team of full-time Associate Consultants and a dedicated Engagement Principal. The Engagement Principal allocated will always be an experienced member of MBS faculty, with consulting project management experience and expertise that is relevant to your project.

MBS Consulting Associate Consultants are handpicked and represent our most outstanding, high performing graduate and post-graduate students. They have considerable industrial experience prior to embarking on their MBS degrees, having worked for a number of years in line management functions. MBS further prepares them for consultancy through business consultancy projects including a Business Research Methods project 8 months into the MBA programme, and an International Business Project, which forms the final stage of their MBA at MBS, and represents a high profile international consultancy project.

ENGAGEMENT PRINCIPALS

Professor Stephan Henneberg

- Professor of Marketing and Strategy at the Manchester Business School.
- Previously worked in senior positions as a strategic consultant for A.T. Kearney and McKinsey & Co.
- Research and consulting expertise in strategy, marketing and sales, business relationships, and customer value management. Main focus on telecommunications, automotive, financial institutions, professional services, and manufacturing industries.
- Stephan has a doctorate in marketing from the Judge Business School, University of Cambridge, and degrees in philosophy and social sciences, management studies, art history, and political science.



Professor Peter Kawalek

- Professor of Information Systems and Strategy at Manchester Business School.
- Experience to board level in media and rail industries, and works extensively with government including Office of Taoiseach, and Department of Communities and Local Government.
- Academic Director of the Centre for Engagement, Manchester Business School.



OUR SERVICES

Drawing on the resources of Europe's largest campus-based business school, MBS Consulting has at its disposal an impressive faculty which spans all disciplines. MBS Consulting benefits from Engagement Principals in each discipline who have world-leading expertise in their field and possess a wealth of industry and project management experience.

Given the depth and breadth of our resources and networks, MBS Consulting can offer its clients a full portfolio of research and consulting services. We provide advice and consulting services at strategic, policy and operational levels, concentrating on following key broad areas:

- Marketing and Strategy
- Organisational behaviour/HRM
- Business economics
- Accounting and Finance
- Entrepreneurship and innovation
- Operations management
- Information Systems

By identifying key business problems and developing tailored and innovative solutions MBS Consulting helps companies to identify opportunities that will add value to their businesses, improve efficiency and increase and sustain company growth.

MBS Consulting services include:

- Optimising organisational structures and leadership
- Stream-lining supply chain strategy and operational efficiency
- Developing CSR strategies
- Optimising financial management
- Improving services systems performance



CASE STUDY

Going Beyond the UK

Developing an internationalisation strategy for a leading UK IT training provider

1 Objective

The project objective was to develop a superior internationalisation strategy by finding and prioritising international market opportunities which best emulate the client's current business model. This was done by understanding the opportunities in different international markets regarding demand, market value, legal environment and restrictions, business and funding models, and the competitive situation in the client's target market.

2 Approach

Phase 0

Working in close collaboration with client to fully understand client's business problem and expectations, their business model and the industry structure.

Phase 1: Initial Focus

Based on desk research and crucial success indicators, different markets were assessed regarding their overall attractiveness. This led to a short-list of 3 markets.

Phase 2: Country Analysis

A detailed market assessment was conducted via primary field research in the 3 short listed markets (e.g. interviews with key decision-makers for public funding of IT education, legal experts, market analysts, etc.). This data provided input for a more in-depth modelling of the attractiveness of the different markets vis-à-vis client's business model.

3 Delivering Value to the Client

Detailed analysis (by focal countries) provided hard deliverables (market data, forecast model) as well as soft ones (competitive insights, key success indicators). Based on the detailed country assessment, clear and actionable recommendations regarding the client's internationalisation strategy were detailed which enabled the client in a further step to develop detailed go-to-market strategies for the prioritised markets.

"Zenos engaged a team from MBS Consulting to investigate potential overseas markets. The enthusiasm of the consultants and the quality of output was excellent and was backed up by ongoing input from senior MBS faculty members. Very good value for money."

Richard Boothroyd, Finance Director, **Zenos**

The Team

Engagement Principal

Professor Stephan Henneberg

- Professor of Marketing and Strategy at the Manchester Business School.
- Previously worked in senior positions as a strategic consultant for A.T. Kearney and McKinsey & Co.

Associate Consultants

Anshuman Bhardwaj

- A consultant with 8 years experience in all the phases of system life cycle.

Houman Kalbasi

- Over 5 years of analytical experience in wide ranging areas including technology consulting, technology marketing and market intelligence.

Andrew Rzepa

- A qualified solicitor with B2B sales processes and key account management experience.

Original Thinking Applied

MBS Consulting

We will work with you to understand your research and consultancy needs and to identify the best approach to providing you with clear and actionable deliverables accordingly.

To discuss how MBS can help you with your research and consulting needs, please contact:

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