



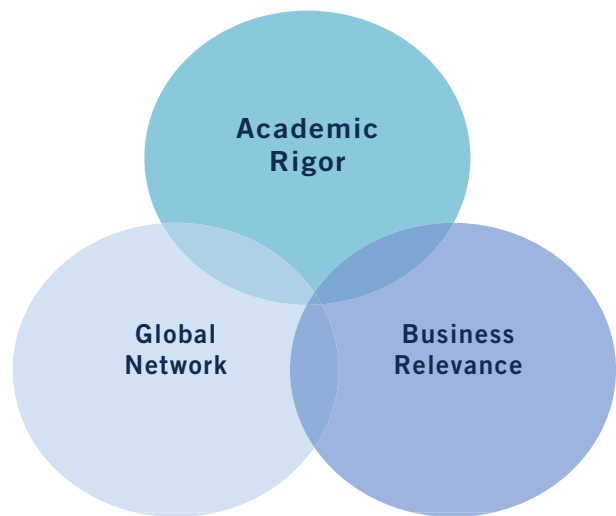
Thunderbird Learning Consulting Network

Discover a partnership designed to support your organization's strategy at every stage.

Whether it's a strategic or organizational challenge, our clients look to Thunderbird Learning Consulting Network (TLCN) for independent and objective advice. They engage us in seeking new market opportunities, understanding current and future competitive threats and selecting the best growth strategy in an ever-shifting global environment. Clients come to us at times of uncertainty, when insight is scarce and when their business and people may have to change.

WHO WE ARE

TLCN offers much more than the traditional advisory models offered by corporate consultancies and is a dramatic departure from the standard university and business school model of solely student-led projects. By melding the talents of faculty, professionals, MBA students, alumni specialists and the world's top advisors, TLCN provides unique, globally-integrated advisory services to clients in virtually any market. Our alumni network boasts over 38,000 Global MBA graduates located throughout the world and we leverage this community for resources, knowledge and partnerships.



HOW WE HELP

TLCN exists to help address global challenges that inhibit success and identify sustainable business strategies. Business and competitor intelligence provides the insight critical for determining what your industry, markets, competitors and consumers are doing. TLCN can also help you determine the best route to market by selecting the most effective options for market entry - whether it's in a foreign country or with a new product/service in a different segment.

As a consultancy operating from within an established business school, our unique value proposition centers around the ability to *do* Market Intelligence and Strategy consulting for you as well as the willingness to *teach* you how to do it yourselves. TLCN's innovative teaching methods create a space for discovery and help you to grow, learn and develop results-oriented solutions that maximize value and competitive advantage. Through applied learning experiences, your employees gain an in-depth understanding of how to apply relevant business tools to build and execute strategy.

WHAT WE DO

In today's difficult economic climate, many organizations need outside expertise to assist in the formulation of cutting edge business strategies. TLCN is able to provide your organization with well-developed global solutions, customized to fit your unique challenges.

GLOBAL MARKET INTELLIGENCE

TLCN helps worldwide organizations gain competitive advantage through powerful diagnostic tools and research methodologies. We strive to help organizations illuminate the competitive environment and develop winning strategies for sustainable business growth. Our team can support you with any of the following initiatives:

- COUNTRY/REGION ANALYSIS
- INDUSTRY ASSESSMENT
- COMPETITIVE BENCHMARKING
- VALUE CHAIN ANALYSIS
- CUSTOMER ASSESSMENT
- FUTURE TRENDS ANALYSIS

GLOBAL MARKETING STRATEGY

Does your company plan to commoditize or localize a product or service? Are you creating a new brand or leveraging an old one? Identifying and answering these types of questions help to drive a successful Global Marketing Strategy. We can engage your organization and provide answers through a variety of programs:

- NEW MARKET ENTRY
- PRICING STRATEGY
- CHANNEL MANAGEMENT
- SERVICE INNOVATION
- GLOBAL PRODUCT LAUNCH
- STRATEGIC PARTNERSHIPS

Client List:

3e Technologies
Alliance Laundry Systems
Amway
Armor Designs
AstraZeneca
Bayer
Bridgestone Americas
Cisco Systems
DRG Technologies
Early Warning Services
Emcore
Fundacion Sonora
Hilti
Hiscox
Intel
Kelley Bean
Medtronic
Modular Mining
Precision
Raytheon
Rich Foods
Rockwell-Collins
Santo Tomas
SAP
Thunderbird
Time Warner Cable
Verifone
Xenel



CUSTOMER TESTIMONIALS

"Thunderbird has been chosen for this engagement because of its #1 ranking in International Business, its ability to utilize in-country alumni for its research needs and its past performance in similar projects."

—Project Manager, Leading Semiconductor Manufacturer

"I want to express that your dedication and responsiveness to client needs was outstanding at all times. The additional time it took to complete this project is amply supported by the breadth and depth of research and analysis that you and your team brought to bear on it. I sincerely thank and commend you for this."

—Manager, Mexican Aquaculture Start-up

"Research findings now guide the next steps of this project, which is a very exciting result! Other producer groups in the region would love to have this type of incredibly well laid-out, tailored information. The practical tools your group provided us will be useful in figuring out future profits and processes."

—Manager, Distributor of Household and Personal Care Products