

## **Thunderbird Consulting Projects: Experience in Global Markets**

- Emerging market expansion/entry strategy
- Global supply chain, operations and logistics
- Hybrid business structures and planning
- Business planning and pro forma financial statements
- Feasibility studies
- Human resources
- SME and entrepreneurial capacity building
- Microfinance
- Marketing
  - Green campaigns
  - International tourism
  - Business to Business
  - Financial services
  - Branding/brand creation
  - Web-based
  - Non-profit
  - Education
- Benchmarking
- Cross-Cultural business strategies

### **Samples of Past Consulting Projects: Thunderbird Emerging Markets Laboratory (TEM Lab)**

#### **Project**

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Develop geographic and educational offerings expansion plan for American Language Center while preparing the organization for conversion into a for-profit, multi-national, educational services company.

#### **Client and Location**

American Language Center, Tirana, Albania

#### **Key Deliverables**

- Develop Albanian geographic expansion plan for core language and computer skills training
- Create high-level Balkan and Central Asia geographic expansion plan for core language and computer skills training
- Recommend organizational changes to support conversion from non-profit to for-profit operating model
- Analyze primary and secondary educational market in Tirana

#### **Project**

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International Tourism Marketing Plan

#### **Client and Location**

Tourism Association of Khanh Hoa Province and the Yasaka-Saigon Hotel. Nha Trang, Vietnam

**Key Deliverables**

- Actionable recommendations as to how to manage the customer point of contact (internet, agent, hotel, other booking service, etc.) to best present the full range of activities in Khanh Hoa
- Prioritized recommendations regarding where Khanh Hoa should spend tourism promotion money so that it has the largest impact
- Actionable recommendations as to how to promote Khanh Hoa via non-paid media channels such as public relations, the travel community and social media.

**Project**

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Global (US to Africa) Value Chain Investment Analysis

**Client and Location**

RDTech, a refurbished computer supplier. Kigali, Rwanda

**Key Deliverables**

- Analysis of costs & efficiency of setting up collection & refurbishing facilities (DCF analysis if possible).
- Necessary equipment & technical staff needed to set up operations in Rwanda.
- Supply Chain map from Dar es Salaam to destination countries, including estimated costs.

**Project**

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Business to Business Green Marketing Campaign

**Client and Location**

Sharp Ideas, a marketing services company. Ho Chi Minh City, Vietnam

**Key Deliverables**

- Business plan and launch plan of Effective Micro-organism (EM) products, the first Green product of Helper, in cooperation with UNESCO-CEP VN.
- Feasible business initiatives based on Green platform.
- How to translate the impacts of Green campaign into Green business?

**Project**

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Capacity building for business service providers and small and medium sized enterprises

**Client and Location**

K-Biz Consulting, the first and only consulting firm in the global tourism hotspot of Nha Trang, Vietnam

**Key Deliverables**

- Develop advanced techniques and consulting tools customized for K-Biz and the local clientele. Ensure these tools are SME friendly. Draw upon international expertise to build world-class, systematic consulting approaches for K-Biz to assist local SME's in securing success.
- Diagnose the local business environment. Identify the main weaknesses in business planning and implementation among K-Biz's clients.

## *Selected Thunderbird Campus-Based Projects with Global Focus*

### **Project**

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Hispanic Market Business Plan for Wealth Management Products

### **Client**

Merrill Lynch Wealth Management (MLWM)

### **Key Deliverables**

- Examine current synergies between Bank of America and MLWM and develop a plan to translate these synergies into strategies for the Hispanic market
- Combine findings into a business plan for the Hispanic market that encompasses both short and long-term strategies.
- Thorough analysis of the Hispanic wealth management market

### **Project**

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Honeywell Aerospace Engineering Emerging Market Retention Analysis

### **Client**

Honeywell Aerospace

### **Key Deliverables**

- Provide strategy recommendations to improve Honeywell Aerospace Engineering's Emerging Market retention strategy.
- Deliver a scorecard and thorough analysis of Honeywell verses other high technology companies.
- Determine a framework to objectively evaluate the maturity of a company's retention initiatives, processes, and plans.

### **Project**

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Expanding Electronic Hardware 3<sup>rd</sup> Party Supplier Base to Emerging Markets

### **Client**

Honeywell Aerospace

### **Key Deliverables**

- Develop strategy recommendations to mature Honeywell's ability in managing and executing global product development
- Select key companies for Electronic Hardware Design
- Perform gap analysis – existing process, best practices, gaps

### **Project**

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Web-Marketing Strategy & Business Channel Development

### **Client**

NetDocuments

**Key Deliverables**

- **Marketing Strategy:** An actionable plan for positioning and communicating NetDocuments' value to the non-legal sector (Financial Services, Real Estate, Insurance etc).
- **Business Channel Development:** Steps for building and implementing a non-legal sales and distribution channel through forging partnerships with Business Service Providers.

**Project**

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Market Entry Strategy – Brazil, MERCOSUR and Beyond. Local Sourcing or run the importation gauntlet?

**Client**

Red Wing Shoe Co.

**Key Deliverables**

- Recommendations and suggested actions on how to best enter the Brazilian safety footwear market
- A detailed analysis of the Brazilian safety footwear market potential with special focus on the high-end safety footwear used in the Oil & Gas sectors.