

Fisher College of Business**Fisher Global Consulting****2019 Selected Projects**

Location: Paris, France

Scope: Emphasis on digital marketing, sales analysis in different countries in Europe mainly about the activity of global project host company and its clients.

Location: Auckland, New Zealand

Scope: Survey of U.S. businesses operating in NZ

Background Information: Students will work with the AmCham CEO in NZ to design and deliver a survey of U.S. businesses operating in NZ – reviewing U.S. business input on a variety of key business issues for U.S. industry operating in NZ. Issues include tax, regulatory, labor, import and export, costs, and other issues important to U.S. businesses in NZ. The students will analyze the survey results and compile them into a final report for AmCham NZ.

Location: Singapore/Malaysia

Scope: Study of future logistic solutions for drum delivery of global project host client in Singapore and Malaysia.

Location: Salamanca, Spain

Scope: Analysis of Disruptive Technologies using Risk Management Model

Background Information:

Support Innovation in the development of investigation, market research and analysis about the development and utilization of the Risk Management model based in the Disruptive technologies: such as Blockchain, Internet of Things, Big Data, or Artificial Intelligence or the like. The scope will include marketing, finance and sales analysis as the global project client knows that the profiles are business administrations, but it will be very appreciated if the students show their interest in the new technologies. It's not an IT project, but a global project with content of marketing, investigation of new technologies and customer and sales analysis.

Location: Stockholm, Sweden

Scope: Create a Customer Lifetime Value Model for automotive client looking at customer retention, segmentation, loyalty programs, and recommendations.

Location: Jaisalmer, India

Problem: The fort, similar to many historic sites, is challenged with maintaining its infrastructure, ambience, historical importance and culture. In addition, the fort has the distinction of being a “working” fort where people actually live, sleep, eat, work, and play. This overlay of human habitation requires that the fort be livable and relevant, which places additional stresses on maintenance and upkeep that other walled cites, which are preserved only as historical relics, do not face. However, this human element also makes the fort a very special and unique place that is preserving a way of life that has continued through countless generations and survived numerous attacks of all types. Finding the balance between supporting a living fort for the people of Jaisalmer and stewarding a large, historically and culturally importance complex of buildings is the goal of the royal family of Jaisalmer.

Project Scope: How can the working fort of Jaisalmer be sustainably preserved as both a working, inhabited walled city and an historical monument? What will drive preservation and create economic opportunity while respecting heritage and culture?

Location: Kathmandu, Nepal

Problem: Women and girls in Nepal face several challenges. Women continued to struggle both economically, politically, and socially as a result of norms and conventions which limit their voice, access to information, and participation in society. Gender inequality is one of the highest globally and women often face gender-based discrimination. Women seek trade or skill-based employment to create sustainable income for themselves and their families and often to support their children's education.

Project Scope: Asses the staff and their time abilities, strengthen marketing and connection to foreign vendors, help to increase through a marketing system more clients internationally, increase production locally and review website documents that will help vendors understand how to best work with us.