

Spring 2018

MGMT 690 Corp Consulting

▶ **Project #1**

- ▶ Develop an operational and executable plan for market entry of a healthcare device into target country or a reasoned explanation as to why this country should not be entered.

▶ **Project #2**

- ▶ Develop a plan for a plant whose operation is constrained and they no longer have the capacity to serve all customers in the same manner as the demand for their product has grown

▶ **Project #3**

- ▶ Develop a business model and plan for a company used to serving large centralized customers in order for them to service many, small and fragmented customers in an underdeveloped region.

Additional projects will be added as they become available for Spring 2018