LORNA JANE

Lorna Jane is a women’s active wear retailer with 100 stores in Australia. In 2011 the GCP team developed a US market entry strategy for Lorna Jane including retail store location selection, tactical marketing plans, and introductions to key US partners.

“The Wharton Project on Lorna Jane has given me a very clear view of our strategy for entry into the Californian market. The teams worked well together and the ‘bring alive activities’ were excellent. I have no hesitation in recommending this project to anyone considering entry into the United States market.”

BILL CLARKSON, CEO Lorna Jane

AUSTRALIAN TUBE MILLS

Australian Tube Mills is a subsidiary of OneSteel and has an existing factory in the US to manufacture and market their LiteSteelBeam product. With the decline of the US housing market, the GCP team identified a new market segment for the company and a strategy to allow the company to pursue that market segment.

“The project was excellent in bringing the whole executive team along. Because it was someone external that was looking at the whole picture and leaving no stone unturned, it makes it much more compelling than if any one of us had just said that I think we should do this.”

TONY SCHREIBER, CEO Australian Tube Mills

ABOUT UQ BUSINESS SCHOOL

- RANKED #1 in Australia for our MBA program
  AFR BOSS MAGAZINE

- RANKED 14TH in the world for our MBA program
  THE ECONOMIST

- AWARDED 5 STARS for our MBA program for the last nine years
  GRADUATE MANAGEMENT ASSOCIATION OF AUSTRALIA

- In excess of 38,000 Alumni in over 70 countries

ABOUT WHARTON

- The world’s first collegiate business school,
  ESTABLISHED IN 1881

- LARGEST and one of the MOST PUBLISHED business school faculties

- RANKED JOINT NUMBER 1 in the world for its MBA program
  FINANCIAL TIMES

88,000 alumni in 148 countries around the world

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UQ BUSINESS SCHOOL
WHARTON GLOBAL CONSULTING PRACTICUM

Your gateway to business growth in the US
THE WHARTON GLOBAL CONSULTING PRACTICUM (GCP)
OFFERED EXCLUSIVELY IN AUSTRALASIA BY UQ BUSINESS SCHOOL

The Wharton Global Consulting Practicum is a leading strategic opportunity for companies looking to enter or expand into the US or other world market. During the Practicum a select group of top UQ and Wharton MBA students are organised into international consulting teams. Each project team completes a "real life" market entry or expansion consulting project for the client company.

ABOUT THE PROGRAM
In order to successfully expand, or enter into a new market, a business needs to commit sufficient resources to research the opportunities, select the right market segment and the right product or service offer, and develop a focused marketing strategy.

The Wharton Global Consulting Practicum allows you to do just that by placing at your disposal the cream of the world’s MBA students as consultants while providing access to the expertise of two leading business schools. This international consulting service is offered by UQ Business School in partnership with the renowned Wharton School at the University of Pennsylvania. Established in 1881, the Wharton School was the first ever collegiate business school and is ranked as one of the top three Business Schools in the world.

The Wharton Global Consulting Practicum was started in 1978 as an experiential learning program for Wharton MBA students. The GCP is now offered by leading Business Schools in each region of the world and in Australia Wharton’s exclusive GCP partner is UQ Business School. Since its inception the GCP program has added US$400 million in annual sales to clients’ revenues, representing an average 45-fold return on their investment.

TYPES OF PROJECTS
Common types of projects undertaken as part of the Wharton GCP include:

- Developing a market specific marketing plan and strategy for existing products/services
- Deciding which products/services offerings to choose for international market entry
- Identifying new segments/creative applications for existing products/services
- Executing deep research to enhance marketing decisions
- Creating a go-to-market strategy for new products in development
- Committing resources for a thorough evaluation before investing in the US or other world market

COMPANY COMMITMENT
To ensure maximum benefit from the project, the company needs to nominate a qualified representative who can liaise directly with the GCP team, initially providing background information and bring them up to speed quickly, then to participate in periodic videoconference meetings. The representative(s) will also need to take part in the two formal stages of the project - the presentation of the consulting proposal and the final presentation in Philadelphia. The company must also be willing to provide some sensitive information such as select financials and company strategies.

CONFIDENTIALITY
All staff, students and industry mentors sign confidentiality agreements prior to participating in the project. All materials are retained in a central web-based portal on Wharton servers and are deleted or provided to the client at the end of the project.

INVESTMENT
The Wharton GCP program is first and foremost an academic learning experience for the students. As a consequence, the clients are not charged normal consulting fees or the direct costs of the faculty and academic leadership but instead are charged a fee that covers only the related expenses - travel, student research, and administrative office support. The fee for participation ranges from $75,000 – 85,000 USD.

The only additional cost is travel by company staff to Wharton to receive the final report and meet potential partners in the market.

OTHER MARKETS
The Wharton GCP has partners in many areas of the world. UQ Business School can also investigate performing projects under the Global Consulting Practicum in other markets. These projects are performed with students from three Business Schools involved and attract a slightly higher fee.

PROJECT PROCESS
Each GCP project is undertaken by a team of two MBA students – five from UQ Business School and five from the Wharton School. The project team is managed by a faculty and industry experts from each school.

Each project team works part time to develop a market entry or expansion strategy for the client company. The project team also facilitates introductions to key contacts in the market such as potential customers, distributors, suppliers or partners. The company is actively involved and pays a fee to participate in the program.

Each GCP project is undertaken in three main stages as outlined in the diagram on the right.

WHARTON STUDENTS VISIT UQ

DEFINITION
- Introduction to client
- Conduct industry, market & competitive analysis
- Analyse client company’s capabilities, challenges, & competitive positioning
- Market trends, size & share
- Develop high level research questions
- Define project objectives, scope & details work plan

ANALYSIS
- Conduct in-depth interviews
- Define and conduct primary research plan
- Gather additional facts and data
- Conduct data analysis
- Develop & investigate alternate strategic options

WHARTON STUDENTS VISIT WHARTON

DEVIL’S ADVOCATE VIA VIDEO CONFERENCE

MILESTONES 1 PROPOSAL & WORK PLAN
MILESTONES 2 PRESENT & DISCUSSION
MILESTONES 3 FINAL REPORT & BRING ALIVE

BENEFITS FOR COMPANIES
EXPERIENCE
Over a quarter century of substantial financial success, $400+ million in annual revenues for our clients across the globe.

BREADTH
Success in a wide variety of countries, sectors and client challenges.

DEPTH
Crème de la crème of the world’s MBA students – backed by faculty, administration, alumni and other expert networks from some of the world’s top Business Schools – resulting in extraordinary depth of knowledge, range of contacts and quality control.

FLEXIBILITY AND RESPONSIVENESS
Unmatched ability to respond to changes in the environment and the client’s needs to ensure ongoing relevance to senior management’s key challenges.

DATA-DRIVEN INSIGHTS
Sound operational plans based on solid high-quality primary data uniquely obtained for each client – yielding a “tell it like it is” voice of the market.

CREATIVITY
Every project goes the extra mile to provide the client with creative, novel approaches and solutions, tapping state-of-the-art intellectual capital.

UTILITY
“Bring Alive” activities to introduce the client to contacts who can further help them to implement their strategy.