

PROJECT CLIENTS 2017/2018



National Grid is a British multinational electricity and gas utility company based in Warwick. Now on its second year of its collaboration with WCS, it has two projects prepared for student consultants:

Project 1: How to manage different stakeholder views, and find a way to communicate to customers on how their electricity bills go up and down, depending on investment by National Grid.

Project 2: Research on low carbon generation costs and possible initiatives by National Grid.



rentE is a Birmingham-based company that lets electric cars per week. The company is currently at the start-up phase and only rents to Uber drivers, but plans to expand beyond that scope and calls in interested student consultants to aid in its funding (VC, franchising, software provider), research on how to protect its platform for autonomous vehicles, and data-mining efforts.



IntoUniversity is a non-profit organisation that aims to help youths in disadvantaged backgrounds gain access to higher education. After the successful expansion into Birmingham aided by WCS last year, this year it intends to open another branch, and would require the assistance of student consultants to evaluate population indexes, property rental and investment options, marketing strategies and so on.



SwimAware is a start-up that aims to produce environmental-friendly swimwear, to build awareness on the effects of plastics in the ocean and reduce the environmental impact of the fashion industry. Currently, they are looking for student consultants eager to aid with attracting investment and funding, and helping to manage its realisation schedules.



THE GRIT is a company that aims to coach athletes on how to adjust to life after sports and find new opportunities to thrive. They are looking for those willing to research and compile a database of sports organisations and sports players potentially retiring soon, with possible opportunities to aid them in their marketing strategies.



National Express is an intercity coach operator providing services throughout England, Scotland and Wales. It seeks to release a more efficient ticketing system and is looking for strategies on how to best market the new service to University students and to the specific demographics on its various routes.



Bright Network is a career-oriented organisation that holds employability workshops, networking events and recruitment fairs in Central London. It is currently looking for Student Consultants able to manage strategy, logistics and marketing to create a feasible ambassador's programme at various Universities all over the UK.



Build For Kenya is an organisation that provides affordable housing in Kenya. It is currently looking for student consultants to aid in its task of appealing to investors for a second-round of funding in order to become a Real Estate Investment Trust (REIT) in Kenya.

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ASTON MARTIN

Fuseovate is a privately owned management consultancy firm. Their project is focused on the research question “What are the common problems faced by UK SME's when they embark on exporting?”, and is seeking student consultants who are willing to conduct original research/survey on SME export market characteristics and trends, including owned and third party channels, offline and online marketplaces, key challenges, and the typical mitigating actions/solutions used to address the key challenges.

Greenstone is a non-financial reporting software solutions provider headquartered in London. The company is looking for the expansion of one of their products, SupplierPortal, and the aim of the project will be a strategic product and market review.

Aston Martin Lagonda Ltd. is a manufacturer of luxury sports cars and grand tourers, headquartered in Warwickshire. They are currently looking for those well-versed with PESTEL-style analysis, Market Research and analysis, and others.

Currently, they have 4 projects available*:

Project 1: What drives high luxury vehicle customers' ownership decision today and how will this change in the future?

Project 2: What will be the future electric vehicle usage requirements for the high luxury sector?

Project 3: What are the macro trends affecting the automotive industry, and what impact will they have on High Luxury Vehicle Sector?

Project 4: What specifications and customer features are important to customers today and in the future in the High Luxury Vehicle Sector?

*As all these projects have similar requirements, they are likely to be merged into 2 main projects for ease of research and execution. This list will be updated in the near future.

CLEAR VISION

Clear Vision is a newly-established holistic media corporation that aims to provide information on news, public relations, entertainment and so on, although they are currently focusing on news. They are targeting millennials and are search for student consultants that can help with its digital marketing strategy (e.g. generating strong interest during launch, robust branding, etc.) and profitability improvement.