



UNIVERSITY OF EDINBURGH  
Business School

# Doing International Business

## Student Consultancy Projects

An opportunity for  
Scottish SMEs to  
succeed in emerging  
markets

## The Emerging Markets Consultancy

**Project** is an opportunity for an SME to engage with a knowledgeable team of postgraduate students at no cost, other than out of pocket expenses, to carry out a project that looks at how to succeed in an emerging market.

## Benefits for your business

Gain insight into emerging market opportunities for your business, based on research into your business model and potential opportunities, risks and challenges

Use our students for one or two projects that you may not have the resources to tackle in-house.

Receive a practical report providing the team's research, analysis and recommendations

## Why work with our MSc International Business and Emerging Markets (IBEM) students?

Our MSc in International Business and Emerging Markets attracts a varied group of graduates united by common interest in doing international business and finding opportunities in emerging markets. Teams of around five students are designed to be as culturally diverse as possible, reflecting the international makeup of the programme.

## What kinds of project are suitable?

Projects can focus on any aspect of an SME's business, provided that there is an emerging markets element. We are able to consider any emerging market country or region. If you are interested in more than one market, we may supply more than one team.

Projects may cover the following:

- Market scoping
- Export strategies

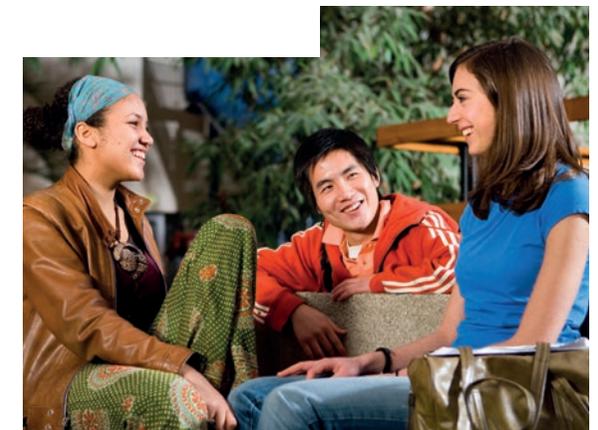
## Timescale

Projects typically take place between January and April.

We welcome project proposals from SMEs anytime from May to early October.

The shortlisting takes place at the end of October and projects are assigned to student groups in November

The initial Group/Client Meeting takes place in mid-January and the main project work takes place between January and March, finishing with the delivery of a report and a presentation in late March.



## Your commitment

In terms of time you simply need to complete a brief application, attend the initial briefing meeting with the student group and the presentation at the end, after which you will provide feedback. You will be expected to respond to any queries the students have while they carry out the project, either by email, phone or the occasional meeting. You will also host a visit by the students in order for them to get the fullest picture of your operations.

No fee is charged for the student time, though any out of pocket expenses, such as travel or access to databases, will be the responsibility of the host firm.

## A follow on company sponsored dissertation?

Many of the student projects deliver significant value but also highlight other areas of opportunity that are outside the scope of the project. Where this happens, host firms can discuss the possibility of one of the students carrying out their summer dissertation project with the host firm. This input represents a dedicated follow-on research carried out by a student during the summer.

Such a collaboration is called a company sponsored dissertation where the host firm works closely with the student, providing access to company information and interviews with staff.

Again, no fee is charged for this collaboration.

## Here is a selection of feedback from this year's programme hosts

“

**We were very impressed with the work carried out by the students.**

They have grasped a very good understanding of our aims and objectives with a project which has only been active in our business for 18 months. They worked to the best of their ability both with the information available and also other external research carried out. I believe the results from this were excellent. I would be happy to recommend this programme to other SMEs”



Emma McMillan, Commercial Director, David Urquhart travel.

The project looked at the development of a Business Model for accessing the Chinese market.

“

**The students produced some fantastic work for us.**

They clearly demonstrated a good knowledge of the product and markets and showed great depth in their research. They delivered some incisive comments and guidance in their report findings”.



Andy Bing, Sales Director, Loch Duart Ltd.

The two projects carried out looked at the Identification and development of Chinese and Malaysian markets for salmon exports.

“

**The student team was very engaged from the outset and were organised and structured in their approach to the project.**

The output has been very beneficial in establishing an appropriate strategy to approach the market. Thank you all very much!

This is the 3rd project we have been involved in and each one has proved to be beneficial to the business. I would not hesitate to recommend the programme to other SMEs”.



Heather Reekie, Director of Marketing & Sales, Rabbie's.

The project looked at the overseas visitor market with a focus on India.

“

**We would love to be part of the project again and would definitely recommend it to other businesses.**

The student presentation was fantastic and it was evident a lot of hard work had gone into this over past few months. The team was very enthusiastic when they visited our company and they clearly understood our company along with our values and beliefs”.



Darren Allan, International Commercial Manager, Dawnfresh Seafoods.

The project looked at the Introduction of Scottish Trout sales into the Indian market.

## To find out more and register your interest:

contact Aidan Hetherington, Corporate Engagement Manager on [aidan.hetherington@ed.ac.uk](mailto:aidan.hetherington@ed.ac.uk)