

# Student Business Projects

Student Business Projects (SBPs) are real consultancy assignments conducted by groups of students in the final year of our bachelor program. The goal of an SBP is to provide practical and actionable recommendations to meet your business challenges. Since 2000, we have completed over 1,350 projects for nearly 850 clients



## What can we do for you?

The skills of our students can be put to use for a variety of purposes, including: creating a business plan, building a marketing or sales strategy to identify the characteristics and needs of new segments, organizing an internal review to improve operating processes, completing a brand awareness study, or developing a concept of events.

Regardless of the nature of your business activity, contact us and we will analyze together your needs and expectations to determine how an SBP can provide you with the appropriate solutions. Before the start of the project, a set of guidelines will be set to define the scope of the endeavor.

By giving EHL students the opportunity to work on a real assignment you allow them to apply their creativity, skills and knowledge in a real professional context.

In exchange, we offer you the professionalism, rigor, creativity and energy of the students and faculty of EHL.

## How does an SBP work?

- A team of 6 students
- Working for you full-time for 9 weeks
- A dedicated coach and a pool of EHL experts
- Realistic solutions with high added value that can be applied immediately

SBPs follow a rigorous and structured methodology that ensures you receive a highly professional, top- quality business report.

Each project is allocated a team of six students in their final year at EHL as well as one coach from the EHL faculty. During the nine weeks, the coach meets regularly with the team to discuss their progress.

At the conclusion of the mandate, you receive a written report detailing the methodology, deliverables and recommendations. These results will also be communicated to you during a formal oral presentation.

## Top 10 project types

- Development of a business plan
- Market study
- Concept creation (hotel, F&B, events)
- Development of product/service concept
- Customer experience
- Development of operational processes
- Communications strategy
- Sales & marketing strategy
- Branding & positioning
- Financial feasibility study

## Our clients

