



MBA Project Examples

Strategy and Consulting

- Development of a strategic or transformation roadmap for business growth.
- Market entry or diversification analysis for new regions or sectors.
- Business model and value proposition evaluation.
- Competitive intelligence and trend analysis to inform strategic decisions.
- Partnership ecosystem mapping and acquisition pipeline analysis.

Operations and Process Improvement

- Operational and resource optimisation to improve efficiency.
- Process improvement and workflow redesign in production or service environments.
- Pricing model review for materials, labour, or machinery.
- Planning and support for ERP or major digital system implementation.
- Development of AI-enabled tools to enhance product development or business processes.

Finance and Analytics

- Financial planning and analysis (FP&A) model or tool development.
- Profitability analysis for product lines or new business initiatives.
- Financial modelling to support pricing, cost optimisation, or investment decisions.
- Commercial and market analysis to support financial strategy.



Marketing and Business Development

- Go-to-market strategy for new product or service launches.
- Digital marketing review and strategic recommendations for brand growth.
- Customer value proposition and ROI analysis.
- Market segmentation and insights to inform commercial strategy.

Supply Chain and Procurement

- Supply chain risk assessment and mitigation planning.
- Supplier performance and sustainability reporting improvements.
- Procurement transformation including tools, data, and analytics.
- Digital innovation projects to enhance supply chain visibility and resilience.

Human Resource Management and Talent Development

- Talent pipeline development and workforce planning.
- Organisational culture and employee engagement analysis.
- HR analytics to support recruitment and retention.
- Design or enhancement of performance management frameworks.

Sustainability and Corporate Responsibility

- Development of sustainability or ESG strategy.
- Carbon reduction and decarbonisation assessment within operations or supply chains.
- Corporate responsibility or social impact programme design.
- Green product or market opportunity analysis.