Industry Analysis and Customer Segmentation

Company Description:
Our company specializes in baseball equipment, but also manufactures softball, basketball, training equipment and American footballs. We have also recently started making fan gear such as chairs, tents, and bags with team logos on them.

Short Project Name:
Global market analysis

Project Description and Deliverables:
The on-campus internship team will perform a global market analysis. This will require the team to segment country sales by product category. Also, the team will discover participation levels by age. Finally, the team will research geographic market share by brand/company. The final deliverable will be a prioritized list of targeted geographic expansion. The team may also be asked to develop a pro league expansion plan (MLB, NBA, NFL, NHL).

Key Deliverables
Prioritized list of targeted geographic expansion

Company Description:
A leading health care company, serving more than 75 million people worldwide. Our family of companies touches nearly every aspect of health care, helping people live healthier lives. As a leader in the health benefits and services industry, our businesses offer exceptional service, broad capabilities and enduring value in creating a modern health care system. Our products and services empower individuals, expand consumer choice and strengthen patient-provider relationships across the health care spectrum.

Short Project Name:
Patients are overwhelmed with medical bills

Project Description and Deliverables:
What unique ways do customers pay for things in other industries that might be useful to the industry? What resonates with customers?

Consider the number of medical bills a person may receive from multiple doctors, multiple hospitals or clinics, and an insurance company as a result of a medical episode. The result may be confusion from a flood of medical bills and benefit statements. In this project, students will assist in improving the patient experience as it relates to managing their medical bills from doctors and benefit statements from insurance companies. Students will explore billing & payment best-practices of other industries and consider which components might be applied to the healthcare industry. What unique ways do customers pay for things in other industries that might be useful to the industry? What resonates with customers?
Key Deliverables
1) Analysis of different billing & payment solutions  
2) Recommended solution(s)
3) Address key questions, such as: - Does the solution get to the core of the issue and address the right thing? - Are there social media components to the offering? Are there social media components to the marketing approach? - What are the positive or negative impacts to other people/groups (doctors, health insurance companies, brokers, legal, regulatory, customer service)?

Company Description:
Small law firm (10 attorneys) Established in 2000. Primary focus is management side labor and employment law with additional emphasis on general business civil litigation. Client base is primarily regional to Northern California with some multi-state clients.

Short Project Name:
Expand Practice and Strengthen Client Relations

Project Description and Deliverables:
1. Receive meaningful feedback from clients about improving service. This will include the development of a strategy for contacting clients during and following the provision of legal services and obtaining their candid feedback regarding our services in a manner that allows the firm to modify its communication and other methods of service delivery.
2. Expand current legal practice. Our primary area of practice is management side labor and employment representation. We have recently been interested in expanding into the employment benefit (pension and health care) area in which we have previously only dabbled periodically with current clients. This would require market and competitor research and the development of a strategic plan to successfully enter this new market. It would include the development with current clients and prospective clients.
3. Developing a human resource consulting component. Our legal rates sometime require that we turn away work that a human resource consultant can perform adequately at a more reasonable rate. We are interested in hiring human resource consultants to perform this work or starting a separate company with an appropriate referral relationship with our firm. There are some professional and ethical considerations that must be taken into consideration here. Also cost analysis of starting a new company or hiring additional staff would need to be considered.

Key Deliverables
1. A workable plan to receive feedback from clients regarding our legal services.
2. A market analysis and plan for expanding into a new legal practice area.
3. A business plan for the development of a human resource consulting component of our firm.