## [X] Project Proposal

| **Employer Partner** | [X] | **Designated Contact** | [X], VP of Marketing[X]@[X].com |
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| **Company Description** | [X] and its affiliate companies deliver technology and business process services:* www.[X].com: [X]’s core competency is in building business-critical software for Tech, Telecom, Financial Services and Education sectors. [X]’s technology competence includes Mobility, Cloud, AI/ML, iOT and Enterprise technologies. Applying these technologies, [X] builds robust and scalable software for enterprises and for large consumer-oriented solutions with millions of users. In addition, [X], also implements and support the Guidewire solution for insurance industries.
* www.[X].com: Delivers business process solutions, including recruitment process outsourcing
* www.[X].com : Delivers RCM (revenue cycle management) and other healthcare support services to physician practices, community health centers and hospitals
* www.[X].com : Delivers data management and curation services
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| **Project Description** | In order to be able to scale quickly, we are considering options of Franchising, and/or, structuring the company like the Big 4 firms do, with Partners in these of the markets being responsible for business acquisition and customer relationship management, while the services and solutions will be delivered centrally from one or more locations.Towards this end, we have put together the **[X]TM** program, wherein Partners have an opportunity to build individual franchises of their own, and leverage and work with [X] to grow their partnerships/franchises.The goal **for this engagement** is to develop a Business Strategy to make the [X] program, or some variation of it, successful.  |
| **Estimated Time Commitment** | -3-5 hours per week per student for 8 weeks |
| **Skills Required** | Microsoft Office, market research, business strategy |
| **Final Deliverable** | The deliverable of this engagement are 2 documents. Once combined, Deliverable #1 and Deliverable #2 below should be 3-5 pages total, single spaced 12pt font (3 pages minimum. 3-5 pages is recommended, but longer is acceptable):**Deliverable #1**1. Evaluation of the [X] opportunity.
	1. Compare it to partnerships in Big 4 (Deloitte, KPMG, PWC, Ernst &amp; Young) and the traditional franchise models
	2. Please consider the following:
		1. How are the partnership programs (i.e. Deloitte’s “Ecosystem” program) similar to [X] in what they offer? How are they different?
		2. Can you find a brief history on how one of the “Big 4” started their franchise models?
2. Develop recommendations on making this opportunity interesting and attractive to the right partners.
	1. Please consider the following:
		1. What can [X] offer that makes it unique compared to the “Big 4”
		2. What markets (regions, sectors like IT, healthcare, etc) can [X] offer the franchise opportunity to, which the “Big 4” don’t serve adequately?
3. Partner Profile – What type of talent will be successful as a Partner?
	1. Please consider the following:
		1. What are the corporate values [X] companies should have?
		2. What characteristics, skills, and work experience should their employees have?
4. Please add one paragraph on how [X] should best communicate your findings to the Board of Directors, the VP of Sales, and the Jr. Sales Representatives.

**Deliverable #2**Please complete the following, and add a 1-2 paragraph section on how [X] should best communicate these findings to the Board of Directors, the VP of Sales, and the Jr. Sales Representatives.1. Marketing – Positioning, Value Proposition, Marketing Channels, to recruit and engage the Partners.
	1. Please consider the following:
		1. How can [X]s franchise differentiate itself from the “Big 4” and other competitors?
		2. What is the best way to meet potential partners? (i.e. email outreach, attend trade-shows/conferences, etc)
		3. What are the reasons potential partners would be interested in joining the [X] franchise, instead of starting their own?
2. Creating an [X] network
	1. What types of collateral/materials need to be created to launch this? (i.e. website, PDF overview)
	2. What type of organizational structure does [X] need to create to support the network (i.e. hire a “VP of Partnerships”, internal company event announcing the initiative, etc)
3. Please add one paragraph on how [X] should best communicate your findings to the Board of Directors, the VP of Sales, and the Jr. Sales Representatives.
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