



# Leicester Castle Business School

## EXECUTIVE COMPANY PROJECTS – CASE STUDIES



LEICESTER CASTLE  
BUSINESS SCHOOL  
DE MONTFORT UNIVERSITY





## Executive Company Project

**At Leicester Castle Business School we offer organisations a unique opportunity to benefit from the expertise and insight of our Masters' students.**

Executive Company Projects (ECPs) are an alternative to a traditional theory-based dissertation. They give students the chance to apply their knowledge and skills on a specific research or business consultancy project for you.

This is a three-month free skilled resource that can not only enhance your business but will also provide our students with valued work experience.

Students can work on individual projects on-site or off-site or as part of a consultative project. Our students come from a variety of MBA and Masters' courses and are ideally equipped with key skills of significant value for businesses.

## Benefits for your business

- Free resource for your company. The project is part of the student's course so is cost effective for your business.
- Access to De Montfort University (DMU) resources which includes input from an academic supervisor.
- Valuable consultancy for your business.
- Support with solving a current business challenge.
- Credible, current expertise for both the student and the employer.
- An Executive Summary (or full report on the research findings, analysis and recommendations).

# Voluntary Action LeicesterShire (VAL): A charity that has been part of the Voluntary, Community and Social Enterprise sector for over fifty years

## The Host

Voluntary Action LeicesterShire (VAL) is a charity that focuses on improving the lives of people in Leicester and Leicestershire. This is accomplished through direct service delivery and by providing support to the local voluntary and community sector. This Charity promotes volunteering and helps community groups and organisations by providing essential services.

VAL has been part of the Voluntary and Community Sector (VCS) in Leicester and Leicestershire for over 50 years. Their work has always evolved with the times but kept local people at its heart.

## The Project

VAL as an organisation works with over 1000 voluntary groups a year across a range of areas. They asked for an ECP student to conduct research into how they could promote and market themselves to a wider audience than current groups and stakeholders. The student was set with key tasks which included: reviewing the current promotion and marketing of VAL, to look at sponsorship and to develop strategies that would enable the VCS to provide and market their successful case studies to the public.

## The ECP Student

**Itunuoluwa Para-Mallam**  
**MSc Strategic and Digital Marketing**

## The Impact

"We have really enjoyed working with Itunu. She has reaffirmed our thinking concerning how we take our marketing and communication forward. Itunu has fitted in very easily with different teams at VAL, has a good understanding, but also asks the questions in a way that engages people. It's been a great experience it's really worked well for us."

**Kevin Allen-Khimani**  
**Sector Support Manager, Voluntary Action LeicesterShire**

"During the project I have enjoyed thinking of strategies and getting to know the charity sector which is an area I have always been interested in. An ECP isn't an opportunity that most people get at university, and I felt that this would be an invaluable opportunity, especially as I'm going into the world of work very soon... the ECP has been a really good opportunity to get to know other people but also myself as a marketer."

**Itunuoluwa Para-Mallam**







A woman with long dark hair, wearing a black jacket, a white top, and light grey trousers, stands on a dark, reflective plaza. She is smiling and gesturing with her hands towards the fountain. The fountain consists of numerous small jets of water spraying upwards. In the background, a large glass-fronted building features the 'KING POWER' logo in large blue letters with a gold crown above it. Below the main logo, the text 'KING OF DUTY-FREE' is visible. A silver van is parked in front of the building. The building's facade is modern with large windows and columns.

**KING POWER**

KING OF DUTY-FREE

THE  
FUTURE  
STARTS

# King Power International: a leading travel retail group

## The Host

The King Power International Group is Thailand's leading travel retail group, based in Bangkok. King Power distributes merchandise at its duty-free store from world class leading brands.

## The Project

Students were tasked with carrying out research at the KP headquarters and at the The King Power Rangnam duty-free store. They observed customer buying behaviour and liaised with different departments to gather valuable data. The research data would impact future marketing and merchandising strategies.

## The ECP Students

**Rungrawee Tangphothhaweek**

**MSc Marketing Management**

**Athiwa Chen**

**MSc Strategic and Digital Marketing**

## The Impact

"The students have impressed me with the quality of their work and their thinking. Both students brought a fresh perspective and were an impressive addition to our stores. The team was highly engaged and motivated to the tasks in hand, and got involved with different teams and stores to collect much-needed data. The project was invaluable and we look forward to hosting more ECPs in the future."

**Chonratkamol Sontornarawong**

**Section Manager of Human Resources, King Power International**

"It's a real world roller coaster. It's exciting, nerve wracking but a fantastic experience."

**Rungrawee Tangphothhaweek**

"Thailand is a wonderful place to experience a real world working environment. The people and business culture are welcoming and open to everyone regardless of who they are."

**Athiwa Chen**

# Leicester City Council: the local authority serving the people, communities and businesses of Leicester

## The Host

Marketing Leicester and Leicestershire was established in 2017 by Leicester City Council and Leicestershire County Council. It was created to position and promote Leicester and Leicestershire as a destination of choice to live, invest, visit and study through brand management and targeted place marketing activities.

## The Project

ECP students were asked to identify and recommend the most relevant content to include in case studies to promote Leicester and Leicestershire as an attractive destination for investment. Students were asked to liaise with selected businesses to gather content (images, direct quotes, client experience, company profiles).

## The ECP Students

**Awin Latif**

**MBA Global**

**Lakshmi Revanasiddaiah**

**MBA Global**

## The Impact

"The impact the students have had for the company is that they have been able to take the projects that were outstanding and apply direct knowledge from their academic studies in a practical, working project. Also their enthusiasm and perspective allowed for a different angle which was of great benefit. The students have been great and they integrated with the team well. Having a new approach and a new enthusiasm really added depth to the work that we do.

"I would highly recommend the experience to another host organisation."

**Brian Lisowy**

**Place Marketing Manager, Leicester City Council**

"My overall experience with Leicester City Council and this project has been amazing. The best part has been meeting executives and getting to know management personnel...I have really gained confidence to work in the real, competitive business world."

**Lakshmi Revanasiddaiah**

"I really enjoyed each moment working with each member of staff and with my host. And from the academic side, I enjoy learning about economy, investment and about how these cities and councils are working to bring in more businesses and more investors."

**Awin Latif**









# Go Inspire Insight Ltd: communication and print innovators

## The Host

Go Inspire Insight Ltd is a data and marketing insights company based in Leicester. This company has been trading for over 15 years, and specialise in expert data analysis.

## The Project

The business wanted to strengthen their offering across digital marketing and analytical services. The student was tasked with researching the current business development strategy and providing an overview of the strengths and weaknesses within the company. The brief also asked the student to investigate the company's current market position and how this may be changed or improved with enhancements to internal systems and processes.

## The ECP Student

**Hanna Kryvionak**  
MBA Global

## The Impact

"I would definitely recommend any business to take part in this scheme. It's allowed me to focus on more strategic elements of the business and help us grow in the way we want to whilst getting crucial tasks done. Hanna was able to complete tasks efficiently and we developed trust over time so that I could set certain tasks and delegate them down, and then focus on my own role which has really helped me to develop my role in the business in that time, so I'm really grateful to the student for helping me do that.

A big benefit of the scheme is that we can focus our time on developing the strategy and the product and use the resource and capability of the student to perfect the research part."

**Javinder Singh**  
Account Director, Go Inspire Insight Ltd

"The objective of my ECP was to learn about Business Development, and I really enjoyed this aspect. I had to analyse the current Business Development Strategy of the company and suggest new ideas or improvements. It was a useful experience and it gave me the opportunity to develop my time management, communication and decision-making skills. I was working on-site in an office and I had to communicate with everyone from the Intern to the Managing Director."

**Hanna Kryvionak**



# Scraptoft Golf Club: a 90-year-old Country Club

## The Host

An established golf course and country club based in Leicester.

## The Project

The club was in the process of relocating to a new site. To support the move, the company required a completely different business model to the existing club. The company asked for an ECP student to conduct a number of tasks including a full commercial analysis, a plan for marketing the club to new and existing members and a recommendation of marketing strategy for the new facility.

## The ECP Student

**Anjana Paul**  
MBA Global

## The Impact

“From the list of challenges we initially highlighted an agreed list for Anjana to focus on and work commenced. Having the involvement of a fresh pair of eyes, not steeped in the traditional Golf Club mentality was an enormous advantage.

The student brought youth, freshness and enthusiasm to the project from day one and was also supported by the Leicester Castle Business School staff.

The application of structured, systematic research and analysis, particularly on the no- golfing areas, was particularly impressive. As was the “out of the box” thinking. The whole approach was also very professional. I think we struck up a good business/social relationship which also made it very enjoyable... As the club moves forward with the Relocation Plan we would like to use the ECP again in the future, to address specific issues and concerns as they arise.”

**Terry Johnson**

**Club Trustee, Scraptoft Golf Club**

“The thing which I enjoyed the most was the dynamic nature of the research... The ECP has only added to my skills and career. I have become more confident and I have also increased my ability to tackle marketing issues. As this is my area of interest the ECP has definitely rewarded me, not only by adding to my CV but also by giving me the opportunity to gain real time experience. The ECP has enhanced my communication and time management skills. It has also taught me the importance of discussion and interaction with the host, because in the end it's about satisfying your clientele.”

**Anjana Paul**







# Biodegradable Solutions Limited: A company with the aim to introduce and educate consumers on biodegradable products

## The Host

A start-up company in biodegradable alternatives to plastic, looking to offer viable environmentally friendly substitutes.

## The Project

The company required documented research with facts and figures on their marketplace in terms of the size, projected growth and barriers to entry. Students were asked to accomplish this, with a particular focus on the technical requirements of the European Union and the authorities involved.

Additional areas that students were tasked with included support with website, brand building, digital marketing and social media presence.

## The ECP Students

**Thomas Booth**

**MSc Risk Management**

**Inaayat Kassim**

**MSc Strategic and Digital Marketing**

**Bilal Karim**

**MSc Strategic and Digital Marketing**

## The Impact

"We have enjoyed working with the students. They've brought good ideas, particularly on how to get our message across on social media".

**Divyesh Thakkar**

**Director, Biodegradable Solutions Limited**

"I would definitely recommend the experience to another organisation, it's a free resource and students bring a new skills set and perspective which we have found very useful".

**Ragesh Sejpal**

**Director, Biodegradable Solutions Limited**

"The ECP has allowed me to work both as part of a team, which I've enjoyed, and I also worked individually, so I got the best of both worlds. The ECP has acted as a stepping stone into the world of work."

**Thomas Booth**

# Evolve-IT Consulting Ltd: A technology company that offers bespoke software solutions

## The Host

Evolve-IT Consulting Ltd are an innovative UK based, award-winning, enterprise grade software development company. This company designs, builds and implements bespoke software solutions for customers to improve their business processes, user experience and customer engagement. Established in Leicestershire in 2007 by Leanne Bonner-Cooke MBE, the business was completely self-funded and grew quickly with customers emerging in the Construction, FMCG and Pharmaceutical industries, creating the areas they specialise in today.

## The Project

The student was asked to complete a competitor analysis and identify potential prospects for the company. In addition, the brief requested that an analysis of the company website was undertaken, to assess whether the website clearly conveys key messages, and to produce a marketing strategy based on the findings.

## The ECP Student

**Swapnil Holay**  
MBA Global

## The Impact

"We market to quite a diverse cross-section of people and one of the things we really wanted to understand was who our competitors were in each of the spaces that we are marketing to. We felt we needed that level of research, the output of that would be invaluable to us in helping us to know how we are going to message ourselves and what really are our unique selling points against the competition. And how do we then message and market that out to the community."

**Leanne Bonner-Cooke**  
CEO and Founder of Evolve-IT Consulting Ltd

"I think the benefits of hosting an ECP are that we get an independent view, a good analytic view of our business, someone with an academic qualification to actually challenge what we do, why we do it, and how we go about doing it. We've really enjoyed working with the student and the benefits they've brought is that they've been an additional resource into the core of the company. It can be difficult to see 'the bigger picture' when entrenched in day- to-day business."

**Nigel Bates**  
Managing Director, Evolve-IT Consulting Ltd

"The ECP experience is something which has gone beyond my expectations. This experience will be playing a vital role in shaping my career. The skills set I have developed having taken part in a project will direct my approach in my future corporate life. The experience has opened many doors for my career choices and has strengthened my CV as well."

**Swapnil Holay**



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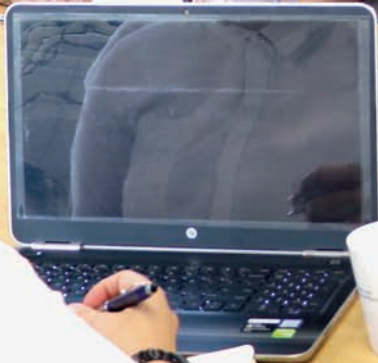
Workshops & Prototyping  
Agile Development  
Realistic costs & timescales  
Scalable Teams

15 2987460 | enquiries@evolve-consultants.com



What is DO:

- LOCAL ENGAGEMENT
  - with Focus Groups, Stakeholder
- PROTOTYPE
  - Concept, Prototype, Mock ups
  - Once you Demo
- LOCAL FEEDBACK
- Review II what is UP
  - Adjusted outcomes







# Inspirate: Reinserting creative learning back into society

## The Host

An arts organisation where inspiring creative education is the central company ethos. This company brings learning experiences to adults, the elderly, children and young people.

## The Project

An ECP student was asked to analyse the current Inspirate Business Plan to examine opportunities to maximise earned income. The student was asked to then develop a detailed implementation strategy for these recommendations. In addition the student was tasked with providing an analysis of customer spending habits in other arts settings.

## The ECP Student

**Ashwini Angela Dsouza**

**MSc Global Banking and Finance**

(this course is now called MSc International Banking and Finance)

## The Impact

“We found that the research conducted by Ashwini was very thorough and presented in a level of detail that showed great insight into the task she was given. The actual final report has proved very useful as we begin to refresh our business plan for the next 3 years.”

**Sean Carroll**

**Director, Inspirate**

“I enjoyed working with the host company, they were very accommodating and helpful in providing the required information, setting meetings and discussing ideas and objectives. I enjoyed conducting market analysis and coming up with creative recommendations that Inspirate could implement in order to improve business performance. I also appreciated the opportunity to apply a range of management knowledge I've gained from my studies to solve real-life management related challenges.”

**Ashwini Angela Dsouza**

# Jonathan Broom-Edwards: a record holding Paralympic high jumper

## The Host

Amongst his many sporting achievements, Jonathan has been awarded three World Championship silver medals and one Paralympic silver medal.

## The Project

The student was asked to explore the ways the Paralympian could attract sponsorship from interested businesses. Part of this was to compile an athlete biography to use as a proposal at sponsorship discussions and to research companies who suited the target market of the athlete.

## The ECP Student

**Paul Kaerger**

**MSc Business Management in Sport**

## The Impact

"You learn more about yourself and your business through the project. It can highlight areas of strength and weakness and potentially help you to realise where those marginal gains lie. Paul brought so much to the table. He worked hard and researched well. He had great mannerisms and was a pleasure to work with. He opened my eyes not only to the things I could do, but also to the ways I could improve the way I was already working. Many thanks Paul."

**Jonathan Broom-Edwards**

"Learning about some of the challenges that top level athletes have to face has been very rewarding. I think the experience is going to be useful in my career and also outside of my career. I currently work for British Wheelchair Basketball. I've wanted to work in sport for a long time which is why I have done my Master's, so I'm hoping my experiences and what I've learned will be able to influence my work."

**Paul Kaerger**









## How to apply:

1. Email: **ecp@dmu.ac.uk** to request further information and a project brief.
2. Complete the project brief with a summary of your organisation and project.  
Including what skills the student should have, and what the individual elements of the project will be.
3. Project briefs are checked for suitability by the ECP team. All students are assessed before they are matched to an organisation and academic supervisor.





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# BEYOND BUSINESS AS USUAL

For more information visit: **[lcb.ac.uk](https://lcb.ac.uk)**

## **Leicester Castle Business School**

De Montfort University,  
Castle View, Leicester, LE1 5WH

**E: [ecp@dmu.ac.uk](mailto:ecp@dmu.ac.uk)**

**T: +44 (0)116 250 6070**



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