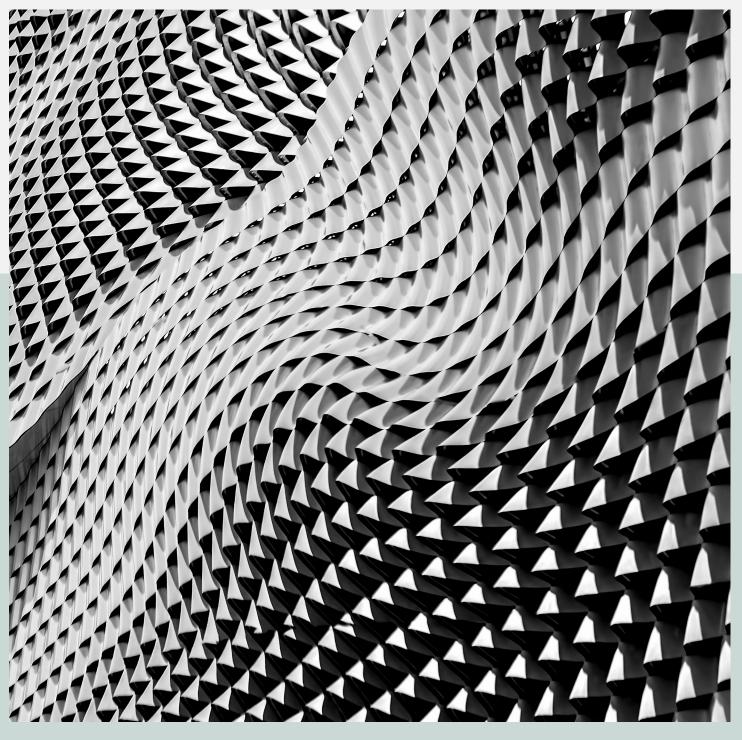
HC Conclusions





CONTENTS

4	A letter from the CEO
6	Insights from EVP
8	Interview with Marlene Terkowsky
10	Handels Consultant - The (extra)ordinary student consultant
12	The value of partnering with HandelsConsulting
14	The Benefits and experience from a career at HandelsConsulting
16	Bokio - Links between consulting and entrepreneurship
18	Master Thesis - The Secrets to a Successful Digital Transformation
20	Reference projects



HandelsConsulting is the largest student-run management consulting firm in Scandinavia. We bridge the gap between the academic and business sphere by adding practical experience to the student's theoretical skills. Simultaneously, we provide businesses with expertise from the Gothenburg University of Business, Economics and Law.

We offer a range of consulting services to the market associated with the Student's field of study, such as; business, finance, logistics, sustainability, and law. Currently, the firm consist of more than 70 consultants working parallel to their studies. With a diverse range of students from all the University's different programs working together, we are able to deliver a great scope of projects based on the range of expertise shared and accumulated.

Our company was founded in 1997 and has since then delivered more than two-thousand projects to both the private and public sector. A large proportion of our clientele are returning customers, proving that our ambition to always deliver top quality results has been successful.

HandelsConsulting has a close relationship with the School of Business, Economics and Law in Gothenburg, where we have direct access to the most recent knowledge and up to date research. In addition to our partnership with the university, we also have a close relationship with our subsidiaries, Chalmers Teknologkonsulter, HandelsMarketing and HandelsFinance.

A LETTER FROM THE CEO



After more than 20 years of continuous growth and development, we still keep our fundamental values in mind in all steps we take. No matter if they are big or small, it is important to remember the core purpose on which the organization was built upon and let that guide the future. For us, that is providing a platform for the students of Gothenburg School of Business, Economics and Law to develop. The concept has resulted in development of thousands of employed students along with well-established relationships with clients from different parts of the world. I am proud to say that we are the largest student run management consultancy firm in Scandinavia.

We offer the students of the School of Business, Economics and Law in Gothenburg the opportunity to gain experiences and knowledge that gives an extra edge to their theoretical studies. At the same time, we offer businesses qualitative consulting services within business, law, logistics and sustainability. The projects we deliver to our clients are characterized by the same features as our consultants: ambition, innovation and professionalism.

When I look back at my year as CEO for Handels Consulting, I can proudly say that we have succeeded in attaining two fundamental goals: ensuring our employees personal growth and creating value for our customers. These goals are crucial for Handels Consulting's future growth and development.

The year of 2018 has consisted of three major accomplishments. Firstly, HandelsConsulting has during 2018 made fundamental changes in the organization and now have a structure that is focused on the core activities of our business. Secondly, our office has been renovated and we now have a fantastic place for our employees to develop. Thirdly, we have increased the level of complexity in our projects and thereby provided additional value both to clients and consultants. At the same time, we have kept a good mixture of the projects and enabled development for our employees.

The main purpose of this publication is to provide you with insight in our daily work as well as to a few topics currently being discussed at our university. We present you with a summary of the most exciting projects and essays performed by our students and colleagues at HandelsConsulting.



Kind Regards,Emma Åkerlind
CEO HandelsConsulting



IN THE FOLLOWING TEXT, WE WILL PROVIDE INSIGHTS TO THE MAIN FACTORS CONTRIBUTING TO THE SUCCESS OF 2018.

s the year of 2018 is coming to an end,
HandelsConsulting can look back at
another year characterized of several
new records being broken and the
management team of 2019 is going
to take over a healthy company with potential for
continuous growth.

Since time is limited for management in a company like HandelsConsulting, prioritization and focus on core business is crucial in order to continue growing. The year of 2017 was characterized of a greater focus on core business than before, and the management team of 2018 has continued developing the organization in the same direction. During the spring of 2018 HandelsConsulting was thriving with a lot of projects going on and record-breaking turnover. Since the activity in the company was high, this was a challenge for all the company's processes and employees. In order to achieve higher quality in all the roles with responsibility for the core processes, the management team decided to carry out a fundamental organizational change. The change resulted in better processes for quality assurance and support for the project leaders within the organization, as well as better support for new consultants during on-boarding.

The projects during the year of 2018 has been of varied complexity and length. Complex strategy projects have been carried out, as well as easier projects suitable for consultants in the start of their development. Simple projects, in combination with better onboarding regarding sales, leads to short processes for on-boarding of new consultants. Complex projects in combination with new career paths as a result of the organizational change can potentially lead to longer period of employment further down the line.

When summarizing the key success factors for the year, it largely comes down to effective processes with focus on key value drivers. This in combination with the fantastic culture at the company, which shows with record breaking Employee Satisfaction Index, has truly been the main factors providing success for HandelsConsulting during 2018.



HC Conclusions - 2018





arlene Terkowsky is the CEO for Power Planning System, an operator of private schools that currently educates about 3500 students with 300 employees on the payroll. PPS manages business

within pre-schooling all the way up to adult education. Marlene came into the company at a time where there were difficulties staying profitable, but PPS has since then experienced steady growth and look to double in size over the next few years. "To reach this goal, we will continue improving the quality of our product, making sure our students form memories of excellent education at all the different stages of their lives", says Marlene.

According to Marlene, HandelsConsulting creates value for PPS by enabling management to solve issues that come up in everyday discussions. For example, teachers leaving PPS-run schools responded that the reason for moving on came down to higher salaries being offered for similar positions in other communes. HandelsConsulting evaluated the truth to these claims, were able to demonstrate that this was not the case by referring to solid data, rather than opinions. This can make communication within a business easier and reduce overall frictions.

"At PPS we prefer keeping a limited overhead staff at the corporate headquarters, opting instead for what we call hit-and-run consultants", Marlene comments: "When an issue comes up that require data and analysis related to our specific needs, we want a service that delivers qualitative material that we can use to act upon. HandelsConsulting provides executive summaries which I can bring to the board, addressing problems as they come up in an effective and professional manner. Everyone is brought on the same page which saves us a lot of time."

Providing the correct information, saving time and being enjoyable to work with are the three main reasons why PPS has decided to work with HandelsConsulting. Marlene concludes by noting that "the consultants are all experts when it comes to education, being students themselves and this combination of studying and being interested in business suits them well to the needs of our company. HandelsConsulting helps us with thinking outside the box, which is exciting and valuable."

PPS - A customer point of view

When managing a business that is heavily affected by regulation and political decision-making, it is important to remain agile and forward thinking. What leeway is possible within the current ramifications? Is there an alternative solution to the challenges at hand? What data is required to make correct decisions for business moving forward? To assist with answering these questions, PPS has chosen to work with HandelsConsulting in several projects over the last year.

HC Conclusions - 2018



66

The learning curve here is incredibly steep

"

"Stay hungry, stay foolish" is a Steve Jobs quote that perfectly describes Jonathan Svanberg's attitude to life. As a student and a consultant, innovation and exploration is always at the center of his pursuit. Jonathan is one of HandelsConsulting's newly recruited consultants and was brought into the company this autumn. HandelsConsulting has since the beginning attracted the most driven students from the university, students who are willing to put in the extra effort required to reach excellence. Jonathan is an example of this kind of student. When HC Conclusions meets with Jonathan, he just returned from a week of conferences at a council meeting with European Students in Industrial Engineering and Management (ESTIEM) in Warsaw.

After moving to Gothenburg to study Business and Administration, it was a natural step for Jonathan to apply for a position at HandelsConsulting. The company's key values simply align very well with his own, he remarks. After working for about two months Jonathan is already managing a project within market analysis which he designed and sold himself to a client. "The learning curve here is incredibly steep", Jonathan comments, adding that he was "immediately handed the tools required to effectively convey the value of HandelsConsulting's services to the client". He describes that the best part of managing a project is to see the big picture, while pushing the process forward in a way that maximize value for the client at every point.

When asked about his take-aways from Handels Consulting so far, Jonathan immediately points to the insights he has made from engaging with the company's core processes: "it's actually about the basics - like how to approach a company and schedule a meeting, how to write a proposal, and most importantly, how to break down an issue into actionable components." Besides this, Jonathan feels that he's learned a lot about business strategy from practical experience. Handels Consulting also encourages consultants to participate in case competitions and exclusive events offered by partners. Jonathan has made full use of this, having been

educated in sales, project leadership and case-solving by companies like KPMG, H&M and Meltwater. All together this has piqued his interest for the industry: "Management consulting is extremely exciting and the more I learn, the more I like it".

Besides consulting activities, Jonathan thinks that contact with businesses is the best part of working at HandelsConsulting. "At university we don't get very much contact with the business world. At HandelsConsulting it's the opposite, everyday I communicate with the businesses I find most fascinating. It's amazing how HandelsConsulting can offer such a range of opportunities to expand your network." Jonathan also understands why recruiting from HandelsConsulting is common among future employers, since it is an easy way to find the best and most driven students. "I would recommend companies to use HandelsConsulting when in need of consultant favors. Not only because it's great value for money spent, but also because it's a perfect opportunity to build relations with some of the most dedicated students at the School of Business, Economics and Law."



HC Conclusions - 2018



H&M is a worldwide company with endless opportunities for a career. Cecilia tells us that there is a lot going on at H&M right now and that they are growing and looking for new employees. The event H&M arranges contains of networking and solving a case together. Cecilia tells us that their event of course is important in the matter that learning how to solve cases is good knowledge, but above all it is a perfect way for H&M to meet the students working at HandelsConsulting. "To solve cases with HandelsConsulting is a good way for us to give

the students insight in the role as business controller and what challenges it can bring. It's a better way to interact with the students by actually doing something together than to just hold a presentation for example." Cecilia also think that H&M benefits a lot by doing

the event. "First of all we're always having a great time meeting HandelsConsulting, but it's also exciting to hear what the students have to say about the cases. We listen to the input and learn from the students have spotted and the questions they ask. The event creates a mutual utility for the students and H&M."

Recruiting the right people to the company is a continual challenge. Cecilia tells us that H&M constantly have to work on staying attractive as employer. "We have a culture and values that we are constantly working with, since we want students to thrive at our company.

But we also want to point out the career possibilities we offer as a global company. When you start a career with H&M you have the chance to work all over the world and being part of exciting projects since H&M is a part of a changing retail industry" Cecilia says that the event with HandelsConsulting also has a purpose of recruitment. "We'd like to recruit people with that background that the students working at HandelsConsulting have and get working there. We also have recruited many students from HandelsConsulting before, so we see the event as

an effective channel for recruitment." Retail is changing and H&M is therefore looking for entrepreneurial persons who see opportunities, which are characteristics that Cecilia sees in the students at HandelsConsulting. "We are looking for the business controllers and

trainees that are passionate about retail and business and have an entrepreneurial mindset, which the people working at HandelsConsulting have."

The importance of interaction between companies and students is something both Cecilia and HandelsConsulting can agree on. The yearly event with H&M is popular and appreciated among the employees at HandelsConsulting, but also a great profit for H&M when it comes to recruiting some of the most driven students to their company and of course an enjoyable evening with nice people!

HR manager at HandelsConsulting, Caroline Ekblad, on interactions between students and the business world

Besides running a successful business, we at HandelsConsulting strive to provide our student consultants with the best opportunities to build relations with the business world. Interactions mainly occur as our consultants have business meetings with our clients, but also through different educational events with major companies. The educational events are always of the highest qualitative and you can tell that our partners really make an effort to provide value for the students. Caroline feels that this type of win-win solution will only become more and more common. The students working at HandelsConsulting already have one foot into the business world, giving them a competitive edge. "This obviously attracts future employers", Caroline reflects.

Following the success of many of our past and current consultants, it is no surprise that established actors in the management consulting industry choose to partner with HandelsConsulting. As one of the Big Four within accounting, EY has over several years invited us to develop our case skills at their local Gothenburg office. "What characterizes the students at HandelsConsulting is their dedication, willingness to challenge themselves and to set very high goals", says Mattias Drummond,

consultant at EY, opening a discussion about the difference between skills attained at lectures versus those gained through practice.

There is no questioning the fact that our curriculum at university offers a breadth of understanding with regards to the demands of business, economics and law. However, in order to grasp what activities truly create

value for various sectors of business, there is clearly no way around learning by doing. This culture of peer-to-peer sharing of knowledge has always been integral to HandelsConsulting's business model and is something which we seek to continually develop through expanding our partnerships with companies who are interested in connecting with our consultants and offer insight as to how they view the future of business.

"One of the most important abilities that a consultant must possess is adaptability, to find an effective method when approaching and breaking down different and complex problems", Drummond argues, adding that he has been surprised at the level of progress observed even among HandelsConsulting's more junior consultants - "These are first- or second-year students who have already the level-headedness and drive required to solve business cases and to solve them well." This is no surprise, as we know that HandelsConsulting's system of letting consultants constantly execute on tasks that are increasingly more demanding, produce a steep learning curve and comfort

when faced with uncertainty.

"From EY's perspective, we want to give these students an understanding of how we work and what they can expect if they choose to pursue a career at EY following their studies", says Drummond. We both agree that employer branding is becoming increasingly more relevant in an age where students come to

choose their employers based not primarily on salary and prestige, but rather on interpersonal relationships and perceived compatibility with the student's personality and interests. "In combination with a competitive academic performance, having worked at HandelsConsulting and tried out management consulting practically makes for very strong candidates in terms of recruitment", Drummond concludes.

HC Conclusions - 2018



BCG - A CAREER AFTER HANDELSCONSULTING

To actually practice what you study is of great value later in your career

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"Innovative, flexible and great value for money", that is how Sanna Dahlgren describe HandelsConsulting at 06.30 am local time in Boston, USA. When we call Sanna it's early morning in the States, where she is working on a one-week-case. Sanna is currently a Project Leader at Boston Consulting Group, which is a global management consulting firm with over 80 offices around the world. She leads different projects with teams of consultants and maintains contact with clients. Sanna started working at HandelsConsulting in 2009, when she began her studies at the School of Business, Economics and Law. It was not her plan to do anything besides studying, but she eventually found herself working as a consultant, HR

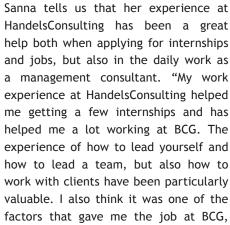
manager and eventually one year as CEO. This is nothing she regrets. Ever since concluding her year as CEO, she has had a seat on HandelsConsulting's board.

The combination of studies, work experience and what seemed like friendly colleagues was what piqued Sanna's curiosity for HandelsConsulting. To actually practise what you study is of great value later in your career, she says. Sanna took full advantage of the opportunities at HandelsConsulting.

Practising your education and going outside the box of books and school to represent a company is something she would recommend to all other students. The year she worked as CEO was in her opinion the most rewarding time at HandelsConsulting; "I learned a lot both as consultant and HR manager, but while working as CEO I had to find my role as a leader. Previous to that I had never really had a leadership role. Acting as CEO, I was forced to ask myself both how I work as a leader and how I can lead others in the best way possible. That was a challenge for me."

Becoming a management consultant after she graduated was a natural step. Besides the differences in the sales processes, Sanna recognized a lot of the main

structures of working at BCG from HandelsConsulting. "I was surprised how similar the main working processes were at BCG compared to HandelsConsulting. At both companies you work in a focused team structure with selected consultants, a project leader and senior team members taking more of an expert role." Students from top universities are the main recruitment pool for large management consulting firms like BCG and in order to get additional experience and prepare for a job in consulting - Sanna is convinced applying for a job at HandelsConsulting is a smart career move for students interested in the industry.



since it is definitely a strong point in my CV."



Further she thinks the sales experience is important from her time at HandelsConsulting: "Working with clients and gaining their trust kick-off a project that they pay for and then making sure to deliver something they really need, it may seem simple, but that was a very educational experience", Sanna comments, "It has given me a deeper understanding of how to work together with clients, which is of great importance. We have to understand what the clients want and need and deliver that. What a client wants on paper may change along the project and it's therefore important to understand the true needs and why we're doing the project."



If you don't do anything you will get nothing. But if you actually do something, you get a lot of output and development.

It wouldn't be an exaggeration to say that Viktor Stensson is one of HandelsConsulting's alumni with the most interesting enterprises. As founder and CEO of Bokio, he has created a modern accounting company, helping entrepreneurs to gather multiple accounting services in one application. After launching in Great Britain a week ago and having set up a goal to reach 100 million customers, there is definitely a lot of commotion surrounding the company. In addition to his involvement with Bokio, Viktor also holds a position as a member of the board of HandelsConsulting.

"The calculation is easy", Viktor says when discussing Bokio's British market entry, "either every Swedish citizen has to have ten companies each, or we have

to internationalize." Intending to remain at the forefront of digitalization, Viktor has grown used to questioning standards within the industry. Especially within accounting, there are old ideas of the right way to do things, which Viktor feels have to be challenged as new technologies emerge that change business in a fundamental way. Surprising to some might be his opinion that "accounting is objectively boring". Viktor argues that doing the accounting yourself

as an entrepreneur doesn't generate much value, it is an administrative function that should be simple and uncomplicated. Instead, he wants companies to focus on data analysis to a greater extent, which is also a direction in which he sees potential expansion for Bokio.

Viktor explains that Bokio's next step is to help the companies to understand their data and help them to optimize their company from there. "Similar to HandelsConsulting, Bokio can use data analysis to identify where a company outperforms and underperforms. Then we can give recommendations based on our analysis."

This mindset of constantly evaluating and re-evaluating business strategies, trying to optimize processes, making different iterations of something is something Viktor developed further at HandelsConsulting; "it was the best part really, the challenge of improving someone's company, making it more successful. This is also what we do at Bokio, but at a larger scale."

From his time as a consultant and Key Account Manager for Stena Group, Viktor remembers fondly a very extensive project he and a colleague ran during a summer: "It was a summer of full time job McKinseystyle. We were together at the office from 8 o'clock in the morning to midnight, cooking both breakfast and dinner together in between the work." Viktor

approaches Bokio much in the same way he did HandelsConsulting: "If you don't do anything you will get nothing. But if you actually do something, you get a lot of output and development." According to Viktor there is always something we can do ourselves everyday to get closer to our goals, which is a productive attitude, both when it comes to developing a company and solving a complex issue.



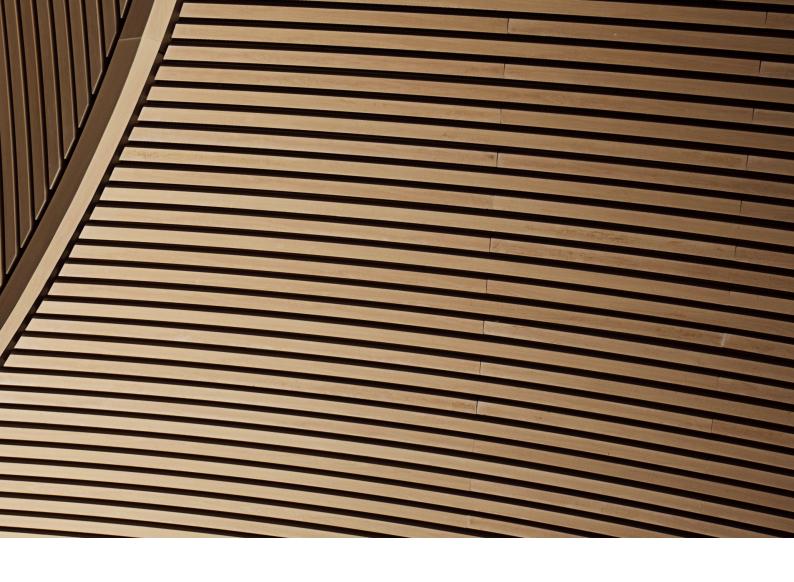
The students at HandelsConsulting have very high ambitions, so it is therefore no surprise that the company has employed many entrepreneurs throughout the years, Viktor being one of them. These individuals will actively stay away from the mainstream modes of business in favour of unexplored opportunities. Viktor somehow catches this sentiment by adding that "the benefit of working with difficult things is that you sort of build a wall around your business. It becomes hard for rivals to take our clients. If you do something that is easy, someone has probably already done it." For this very reason the innovation capacity at HandelsConsulting has always been very high. With every new generation of student consultants new ideas and ways of thinking about business follow.



The emergence of new technologies affects the business climate. As a result of the development of new technologies as internet of things (IoT) and Big Data, manufacturing companies need to undergo a rapid digitalization process to stay competitive. Sofia and Matilda's master thesis offers a rare insight into how an incumbent firm, SKF act in order to approach the digitalisation within their industry. More precisely, the study focuses upon how SKF approaches the transformation to a digital supply chain, and the thesis identifies challenges and opportunities aligned with the transformation to a digital supply chain.

CHALLENGES AND OPPORTUNITIES

Matilda and Sofia identify several opportunities and challenges that are present in SKF's transformation to a digital supply chain. They found that when undergoing a large transformation process it is necessary to possess certain resources, both in terms of skilled employees that are dedicated to lead the transformation but also financial means. Moreover, it is also a challenge to manage potential resistance towards the transformation, both internally and externally. However, as SKF has acknowledged, these challenges are outweighed of the opportunities that are aligned with the digitalization of the supply chain. By using IoT and Big Data, it will be possible to more accurately trace goods at every node of the supply chain which results in lead-time reduction and a decrease in inventory, two factors that are synonymous with high costs for a manufacturing company. Additionally, digitalization of the supply chain will enhance collaboration throughout the supply chain as well as it will enable a more accurate decision-making process. Digitalization will also bring increased visibility to the supply chain which will increase the availability of information throughout the supply chain. Visibility will also increase real-time responsiveness, and enhance the innovation capacity through the sharing of data.



APPROACHES

To seize the opportunities of a digital supply chain, the study identified several key elements. To begin with, the formation of a digital strategy that is attached to the entire SKF organization was a key factor. This in combination with the initiation of several digitalization projects that target different nodes of the supply chain. Further, it was identified that success factors for SKF's transformation to a digital supply chain were that they act proactive, possess organizational braveness and have dedicated employees. Lastly, to take an iterative stance when approaching digitalization has been important for SKF in their transformation process.

Names of the authors: Matilda Olsson Sofia Torpfeldt

HandelsConsulting:

Matilda and Sofia have both worked at HandelsConsulting. During their time at HandelsConsulting Matilda worked as Business Area Manager and Sofia as Project Manager and Quality Assurance Manager.

REFERENCE PROJECTS

1. F.H. BERTLİNG AB – MARKET ANALYSİS

SITUATION

F.H. Bertling AB is a global company within affreightment, that has been active in the market for 150 years. Bertling are specialized in delivering goods to remote and challenging locations in a fast, safe and efficient way. Bertling in Sweden was established 1991and have since then been offering tailor-made logistic solutions within flight boat, train and road.

PROBLEM

Bertling faced a challenge in obtaining real time information of their overseas shipping container goods. They also requested an insight into what companies there are on the market that offers digital solutions of tracking container goods from an identified specification of requirements.

SOLUTION

HandelsConsulting collected data of three identified suppliers of tracking services for container goods from an identified specification of requirements, through desk research. Thereafter HandelsConsulting analyzed the results from the specification of requirement and conducted recommendations of which supplier that was the most suitable for Bertling.

RESULTS

HandelsConsulting delivered a report containing recommendations of what supplier that would be the most suitable for Bertling to start a cooperation of tracking container goods with, based on the identified specification of requirements. HandelsConsulting also delivered a plan for implementation of the process.

2. ESSİTY HYGİENE & HEALTH AB – BENCHMARK PROJECT ORGANİZATİON

SITUATION

Essity Hygiene & Health AB is a leading global company within hygiene and health products. They own trademarks like Tork, Libresse, Libero and Edet and produce soft paper, sanitary napkins, diapers and products within incontinence care and wound care.

PROBLEM

Essity work with different projects to develop their business and product assortment. To develop their methods of evaluating projects and quality assurance, they requested an insight into how big companies in other industries work with measurement of quality and project results.

SOLUTION

HandelsConsulting conducted qualitative indepth interviews with several employees with different roles within the project organizations of 5 big companies of other industries. The focus of the interviews was how evaluation and quality assurance can ensure the projects to live up to the efficiency goals. The responses were compiled, analyzed and presented in a report containing a Best Practice for activities within the project organization, with a long term impact of the efficiency goals.

RESULTS

Essity took part of the insights from other resembling project organizations and basis for comparison that they could use for developing their own project organization and their future work with evaluation and quality measurements.

3. VOİTH HYDRO – MARKET SURVEY

SITUATION

Voith Hydro AB is company within the market of hydropower. The company offers service, repair work and refurbishment of hydropower equipment. Voith Hydro consists of more than 110 employees and has a yearly turnover of 500 MSEK. The German Voith Group owns the company and has about 19 000 employees globally.

PROBLEM

Voith worked relatively little with small-scale hydropower plants within the power range 150 kW to 10 MW, but potentially wanted to work more with hydropower plants within this range. Voith experienced a limited insight into the market of Swedish small-scale hydropower as for the owning, range, needs and investments plans for the hydropower companies. They also experienced a lack of knowledge of how the situation of competition for service, repair work and refurbishment was on this market.

SOLUTION

HandelsConsulting conducted a market survey of the market of small-scale hydropower plants in Sweden. The survey was made through desk research and qualitative in-depth interviews with relevant companies. The focus of the market survey was to identify the hydropower companies' investments plans and needs. HandelsConsulting did also investigate what potential competition Voith had through a competitor analysis.

RESULTS

HandelsConsulting delivered a report that provided a good overview of the small-scale hydropower market and its various factors. Voith was also presented recommendations of their future potential work within this market.

4. PPS – EMPLOYEE SURVEY AND ORGANIZATION ANALYSIS

SITUATION

PPS AB is the owner and principal of nursery schools, elementary schools, high schools and vocational universities in Gothenburg, Malmö and Stockholm. PPS schools shall give their students a good education that prepares them for work and further studies and support them to become confident and socially competent persons. Enskede Byskola, Donnergymnasiet and Cybergymnasiet are some of the schools PPS own.

PROBLEM

One of PPS schools had experienced an increased student defector which resulted in decreased income and falling EBITDA. Moreover, the school had also gotten an increased employee turnover. PPS therefore requested an organization analysis that would give them a deeper understanding of the work climate, leadership and internal structures of the school.

SOLUTION

HandelsConsulting conducted a survey and gathered about 60 responses from the employees of the school to get an overview and understanding of the general situation of the school. 20 qualitative in-depth interviews were made with employees with different roles like students, teachers and school administration within the organization, to get a deeper understanding of what problems areas were.

RESULTS

HandelsConsulting delivered a report containing the compiled results from the survey and interviews, with implications of the identified problem areas. HandelsConsulting also delivered final recommendations of how PPS could handle and improve these areas.

BUSINESS AWARENESS OF

HANDELSCONSULTING

AMONG STUDENTS

As Scandinavia's largest student driven management consulting firm HandelsConsulting possesses a strong presence at the universities in Gothenburg and continuously works to develop our relationship with students. This presence results in a benefit when understanding student preferences and motivational drivers in the situation of choosing their future employer. It is well known that Sweden has a strong economy and growing need for skilled labour, something that students at the universities in Gothenburg also experience. Companies have become more active in their recruitments and are increasingly investing in employer branding. As with all investments, some companies have greater success and others still have development ahead.

After several successful meetings with potential clients we received a call from Connecting Capital, which we had met recently to present HandelsConsulting and our offerings. Connecting Capital was considering to invest in a company, but felt they lacked information about the Nordic market in the area of business, which the company was present in. Time was of the essence and we had to travel to the day after the initial call in order to help Connecting Capital start up the acquisition process as quickly as possible.

In order to fully understand the potential of the acquisition, Connecting Capital required more information of the current and future state for the Nordic market, in line with a commercial due diligence. HandelsConsulting quickly formed a project team with consultants that were flexible and had the necessary expertise to cover the various aspects of the project.

HandelsConsulting gathered data on the present and potential competitors, the market as a whole, the legal aspect, customers and potential risks in the short- and long-term period. This work was conducted by doing desk research in areas directly or indirectly affiliated with the potential acquisition in combination with performing indepth interviews with customers, competitors and other experts within the business area.

In the end, HandelsConsulting was able to present an easy understanding of the potential possibilities and risks affiliated with the acquisition. Furthermore, a recommendation was given based on the analysis conducted. This material later helped Connecting Capital to make good decisions in the bidding process. Connecting Capital expressed their satisfaction with the conducted work and the quality of it.

HC Conclusions

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