

Business Projects in Major Corporate Development
Master of Business Administration
at the University of Cologne

Available projects in WT 2013/14

<i>Project</i>	<i>Title</i>
1	“Fuel and Service Card Solutions for the Business-to-Consumer-Market – Feasibility, Product Specifications and Strategic Recommendations for EGRIMA” (EGRIMA Holding)
2	Multichannel Retail Supply Chain in Emerging Markets (DHL Inhouse Consulting GmbH)

Registration reminder:

You can **register between September 06th and September 22nd in ILIAS** using the registration function

(Wiso > BWL > Unternehmensführung und Logistik > Major Corporate Development: Business Projects > WS 2013/14).

Please click “Join / Beitreten” under the “Actions/ Aktionen” button next to the registration for the upcoming winter semester. Then fill out the application form and upload one PDF-file containing your...

1. Personal data and CV.
2. Latest transcript of records.

Please note: Your registration is mandatory. It will be taken into account only if your upload contains all relevant information as listed above!

The project allocation will be announced as soon as possible.

For questions or problems with the registration please contact Tobias Schmitz (tobias.schmitz@wiso.uni-koeln.de).

Project 1: “Fuel and Service Card Solutions for the Business-to-Consumer-Market – Feasibility, Product Specifications and Strategic Recommendations for EGRIMA”

1. COMPANY

EGRIMA Holding GmbH & Co. KG
Ratingen

Contact persons:

Dr. Heiko Peters
EGRIMA Holding GmbH & Co. KG
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Mail: heiko.peters@egrima.com

2. COMPANY PORTRAIT

EGRIMA is the best-in-class service provider for intelligent mobility solutions. The core business lies in the issuing of fuel and service card systems for commercial vehicles.

EGRIMA is the holding company comprising five companies with individual products and services for commercial mobility. All strategic topics relevant for the corporate development of EGRIMA are bundled in the EGRIMA Holding.

Operating independently, the four corporations DKV Euro Service, NOVOFLEET, REMOBIS Refund Service and DKV China are the sales-oriented subsidiaries of EGRIMA whereas the EGRIMA Business Center is the group-wide shared service center. The major EGRIMA brand is DKV Euro Service – a real “Hidden Champion”: DKV Euro Service is the European market leader in cash-free supply of products and services geared to the needs of commercial long-distance freight and passenger transport with the largest acceptance network (fueling stations, tolling, vehicle services etc.) of different brands in the sector. DKV is represented europewide in over 40 countries, offering fuel and service cards for almost 80 years.

3. BUSINESS PROJECT

a) Project Topic

“Fuel and Service Card Solutions for the Business-to-Consumer-Market
– Feasibility, Product Specifications and Strategic Recommendations for EGRIMA”

b) Problem definition and objective

Mobility is an attractive market for service providers. In recent years, the market for freight and passenger transport has faced the entry of new transport service providers (e.g. car sharing, long-distance bus services) as well as innovative players offering mobility solutions such as information platforms (e.g. Moovel) and new booking systems (e.g. MyTaxi) to businesses and consumers.

By now, issuers of fuel and service cards like DKV Euro Service, EuroShell or BP/Aral only provide Business-to-Business-solutions (B2B) focussing on the truck or commercial car fleets. Private consumers have not been addressed by offering comparable solutions. Yet, the Business-to-Consumer

market (B2C) plays a major role in mobility regarding market size, growth and willingness to use innovative solutions.

With the given importance of the B2C-mobility market, the feasibility of fuel and service card solutions for the private customer segment need to be analyzed. Within this analysis the main focus lies on the customer requirements as well as on the value proposition and product design needed for targeting the B2C-market. On a higher level, the analysis will have direct impact on the EGRIMA corporate strategy.

c) Tasks of the Student Team

The business project team will analyze the recent market of private mobility with a focus on fuel and service card solutions for passenger cars. Deriving from the market and customer requirements of private customers, the team will design a fuel and service card solution with exclusive value proposition for addressing the B2C-market. The project includes an evaluation of the feasibility of market entry and a strategic recommendation to the EGRIMA management board for the future positioning of EGRIMA.

d) Project language

German (spoken language), English (spoken/ written language)

4. RECOMMENDED BACKGROUND/REQUIREMENTS OF THE STUDENT TEAM MEMBERS

a) Students should have relevant skills gained in university courses in at least two of the following fields:

- | | | |
|---|--|---|
| <input type="checkbox"/> Organization | <input type="checkbox"/> Accounting | <input type="checkbox"/> Taxation |
| <input type="checkbox"/> HR | <input type="checkbox"/> Statistics/Econometrics | <input checked="" type="checkbox"/> Marketing |
| <input checked="" type="checkbox"/> Strategy | <input type="checkbox"/> Finance | <input type="checkbox"/> Media management |
| <input checked="" type="checkbox"/> SCM/Logistics | <input type="checkbox"/> Controlling | <input type="checkbox"/> others: |

b) Languages:

- German
- English

5. MENTORING CHAIR AND ASSISTANTS

Department of Business Policy & Logistics
Director: Prof. Dr. Dr. h.c. Werner Delfmann
Albertus-Magnus-Platz
50923 Cologne

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Project 2: Multichannel Retail Supply Chains in Emerging Markets (Deutsche Post DHL Inhouse Consulting GmbH)

1. COMPANY

Deutsche Post DHL Inhouse Consulting
Tulpenfeld 1
53113 Bonn
Germany

Contact person:

Stephan Westphal
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Mobile: +49 160 963 958 18
E-Mail: stephan.westphal@dphl.com

2. COMPANY PORTRAIT

Deutsche Post DHL Inhouse Consulting is the international strategy and management consultancy of Deutsche Post DHL. We support the top management of Deutsche Post DHL in shaping the future of their businesses worldwide and consult existing and potential customers of DPDHL on strategic supply chain challenges.

The Deutsche Post and DHL corporate brands offer a one-of-a-kind portfolio of logistics and communications services. The Group provides its customers with both easy to use standardized products as well as innovative and tailored solutions ranging from dialog marketing to industrial supply chains. About 500,000 employees in more than 200 countries and territories form a global network focused on service, quality and sustainability.

3. BUSINESS PROJECT

a) Project Topic

Multichannel Retail Supply Chains in Emerging Markets

b) Problem definition and objective

Multichannel retailers face complex challenges in designing their supply chain, since demand resulting from a two-fold distribution structure which consists of both stationary shops, and an online retail platform have to be supplied. While the demand of a firm's stationary retail shops is usually served in predetermined schedules via a distinct warehouse and distribution infrastructure for established destinations, the demand resulting from a firm's online retailing activities require an enormous degree of fast and flexible logistical structures and processes adapted to the unpredictably incoming orders. Hence, multichannel retailers face challenges on how to organize deliveries for their two-fold distribution structure, which become particularly challenging when entering an emerging market with high growth rates in which the retailer so far only has a minor footprint. These challenges depict substantial potential for logistics service providers in consulting, planning and operating the retailer's market entry strategy in the emerging markets Brazil, Russia, Eastern Europe, and India from a logistical perspective. Thus, the project aims to identify the specific characteristics of multi-channel retailing in emerging markets and to derive promising market entry and development strategies.

c) Tasks of the Student Team

(1) What are the operational requirements to fulfill the needs of a multichannel supply chain?

- (2) How should the supply chain be built up especially where the retailer only has a small footprint?
(3) What are examples for (un)successful companies and their key learnings?

d) Project language
English

4. RECOMMENDED BACKGROUND/REQUIREMENTS OF THE STUDENT TEAM MEMBERS

a) Specialization:

- | | | |
|---|--|---|
| <input type="checkbox"/> Organization | <input type="checkbox"/> Accounting | <input type="checkbox"/> Taxation |
| <input type="checkbox"/> HR | <input type="checkbox"/> Statistics/Econometrics | <input type="checkbox"/> Marketing |
| <input checked="" type="checkbox"/> Strategy | <input type="checkbox"/> Finance | <input type="checkbox"/> Media management |
| <input checked="" type="checkbox"/> SCM/Logistics | <input type="checkbox"/> Controlling | <input type="checkbox"/> others: |

b) Language:

- German
 English

5. FURTHER INFORMATION

None

6. MENTORING CHAIR AND ASSISTANTS

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