



Postgraduate Consultancy Projects



Project Title: Developing a Marketing Plan for Raspberry Golf

Objectives:

1. **To determine the size of the target markets by identifying golf participation in the UK, Rest of Europe, North America and Australasia**
2. **Conduct an external and internal analysis of the business by using the most appropriate tools**
3. **To assess the current business plan and the strategic position of Raspberry Golf and propose suggestions, as well as alternative strategies, if appropriate**

Employer Testimonial

We brought three postgraduate students in to deliver the project, to bring a new dimension to the business and challenge the Raspberry Golf proposition, market opportunities and values.

The intern selection process was excellently organised and well-structured.

The intern students challenged the original product concepts and alerted our thinking to new market opportunities.

Both the marketing and business plan is to be used as a blueprint for the product's launch and development.

Raspberry Golf would not be in a position to launch the business with the right proposition without their invaluable contribution.

Jevon Thorpe,
Chief Executive

Student Testimonial

The internship route allows a continuous interaction with successful entrepreneurs which can enhance an intern's knowledge and practical experience. With an internship in the UK, I am sure my CV will stand out from the crowd when recruiters in my country will assess it.

The support provided prior to the internship gave me all the information I needed to know and prepared me for the internship.

My expectations were to find a professional and stimulating working environment where people are open and willing to share ideas and information.

I have improved my communications skills due to the several presentations I delivered to the management board. I have also gained experience in developing a new product from scratch, analysing competitors as well as customer wants and needs, and creating a unique selling proposition.

The internship presents a wonderful opportunity to apply your knowledge and skills in a real business environment, but it also requires full commitment to the company and lots of patience and time. If you are looking for a challenge then I strongly recommend you choose the Internship.

The internship route allows a continuous interaction with successful entrepreneurs which surely enhance an intern's knowledge and practical experience.

Gennaro Loiudice
MBA International Sport Management student

