

# MAP 2009 // MULTIDISCIPLINARY ACTION PROJECTS

 DOMESTIC  
 CORPORATE

Company Name	Location	Industry	Brief Project Description
American Express Co.	New York, N.Y.	Finance-Services	Identify new ways to reach customers in leading-edge interactive channels
Ameriprise Financial Inc.	Minneapolis, Minn.	Finance-Services	Conduct best practice analysis of financial services and situational analysis of product innovation
AT&T Mobility	Redmond, Wash.	Telecommunications	Assess network-enabled services
Baxter International Inc.	Deerfield, Ill.	Healthcare Products	Perform opportunity assessment in urgent care healthcare segment
Borders Inc.	Ann Arbor, Mich.	Retail	Evaluate opportunities to determine best approach for localization
Colgate Palmolive Co. / Hill's Pet Nutrition Inc.	Topeka, Kan.	Consumer Goods	Design business case for multicultural marketing
Detroit Lions / Ford Field	Detroit, Mich.	Entertainment/Leisure	Develop creative branding and marketing strategy
Domino's Pizza Inc.	Ann Arbor, Mich.	Retail	Analyze customer acquisition, conversion, and retention trends for identified market
Dow Jones Indexes	Princeton, N.J.	Finance-Services	Create market entry strategy
Energy Conversion Devices Inc. / UNI-SOLAR	Rochester Hills, Mich.	Energy/Petroleum/Minerals	Perform business case analysis, including potential volume and gross margin
Ethicon Endo-Surgery Inc.	Cincinnati, Ohio	Healthcare Products	Provide risk analysis and global market opportunity assessment
GE Healthcare Financial Services	Chicago, Ill.	Healthcare	Formulate economic model to identify cost associated with screening, diagnosis, and treatment of a disease
General Mills Inc.	Minneapolis, Minn.	Consumer Goods	Initiate competitive assessment analysis
HP/EDS	Pontiac, Mich.	Computer/Internet and Software Services	Recommend process and migration plans for combined HP-EDS asset management organizations
Hyundai Translead	San Diego, Calif., and Tijuana, Mexico	Transportation	Streamline manufacturing facility operations
JPMorgan Chase	Chicago, Ill.	Finance-Commercial Banking	Examine state Medicaid programs for ways to improve efficiencies
Manheim / Cox Enterprises	Atlanta, Ga.	Automotive/Trans. Equipment	Review current training delivery and develop measures to gauge ROI and impact of training
Masco Corp. / Retail Cabinet Group	Middlefield, Ohio	Paper/Wood/Glass	Identify overall strategy for e-commerce site
National Grid / U.S. Gas Distribution	Waltham, Mass., and Brooklyn, N.Y.	Utilities	Analyze resource management process and supporting organizational structure
Nationwide Mutual Insurance Co.	Columbus, Ohio	Finance-Insurance	Assess current information and knowledge management capabilities
Novo Nordisk	Princeton, N.J.	Pharmaceutical/Biotechnology	Study pharmaceutical market and primary sales audience
Pacific Gas & Electric Co.	San Francisco, Calif.	Utilities	Create renewable energy strategy
Procter & Gamble Co. / P&G Prestige Products	New York, N.Y.	Retail	Evaluate market for luxury fragrance category
Root Learning Inc.	Sylvania, Ohio	Consulting/Research	Initiate competitive analysis and marketing plan
ServiceMagic Inc.	Denver, Colo.	Contractor Services	Identify strategy and value proposition for service providers
Silver Point Capital LP	Greenwich, Conn.	Finance-Investments	Review potential new businesses and revenue opportunities
Stonyfield Farm Inc. / Turtle Ridge Foundation	Franconia, N.H.	Consumer Goods	Develop business plan to create economically viable organic dairy farm
Switch and Data Inc.	Tampa, Fla.	Computer/Internet and Software Services	Design segmentation scheme and strategy for core service provider industry
United Airlines	Chicago, Ill.	Transportation	Examine customer segmentation and associated marketing plans
United Technologies Corp.	Hartford, Conn.	Aerospace	Conduct strategic analysis of energy conservation goals
United Technologies Corp.	South Windsor, Conn.	Energy/Petroleum/Minerals	Create renewable energy market development strategy
Wal-Mart Stores Inc.	Brisbane, Calif.	Retail	Define three- to five-year strategy focused on customer service
Yahoo! Inc.	Sunnyvale, Calif.	Computer/Internet and Software Services	Perform sustainability and energy analysis and create strategic plan

 DOMESTIC  
 NONPROFIT

Ascension Health	St. Louis, Mo.	Healthcare	Launch market entry strategy and feasibility study
Blue Cross Blue Shield of Michigan	Detroit, Mich.	Healthcare Products	Design process-based cost accounting system
Rush University Medical Center	Chicago, Ill.	Healthcare	Study operations and communications processes

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DOMESTIC ENTREPRENEURIAL	Compendia Bioscience Inc.	Ann Arbor, Mich.	Pharmaceutical/Biotechnology	Create new product business plan
	Esperion Therapeutics Inc.	Plymouth, Mich.	Healthcare	Develop expansion strategy and business plan
	Imara Corp.	Menlo Park, Calif.	Energy/Petroleum/Minerals	Produce go-to-market strategy
	ProVisions LLC	Bingham Farms and Lansing, Mich., and Washington, D.C.	Real Estate	Identify development opportunities to improve U.S. transportation network
	Zingerman's Mail Order LLC	Ann Arbor, Mich.	Food/Restaurant	Generate expansion plan
INTERNATIONAL CORPORATE	ANGELUS SA	Londrina, Brazil	Pharmaceutical/Biotechnology	Articulate long-term strategic plan, including market entry strategy, operational strategy, financial analysis, and risk assessment
	AVL North America	Graz, Austria, and Plymouth, Mich.	Automotive/Trans. Equipment	Formulate marketing plan and product launch
	Brasilprev Seguros e Previdencia SA	Sao Paulo, Brazil	Finance-Investments	Perform optimization study
	British Telecom	London, U.K.	Telecommunications	Initiate online customer service strategy
	CEMEX	Guadalajara, Mexico	Construction	Develop long-range strategy plan
	Central Registry Agency Inc. of Turkey	Istanbul, Turkey	Finance-Investments	Implement feasibility study
	Eli Lilly and Co.	Brussels, Belgium; Subteams in the Baltics & Iceland, and Cyprus & Bosnia	Pharmaceutical/Biotechnology	Conduct organizational analysis centered on two business units
	Eli Lilly and Co.	Houten, Netherlands	Pharmaceutical/Biotechnology	Create long-range strategic plan
	Eli Lilly and Co.	Warsaw, Poland	Pharmaceutical/Biotechnology	Recommend long-range marketing strategy
	Fauchier Partners	London, U.K.	Finance-Investments	Instigate market entry analysis
	The Hershey Co.	Mexico	Consumer Goods	Formulate distribution and marketing plan
	Infosys Technologies Ltd.	Bangalore, India	Business Services	Produce strategic plan for large-capacity business deals
	Johnan Corp.	India	Machinery and Equipment	Develop business plan and risk assessment
	Johnson & Johnson	Madrid, Spain	Consumer Goods	Conduct brand position analysis
	LAN Airlines	Lima, Peru	Aerospace	Develop strategy and investment plan
	LAN Airlines	Lima, Peru	Aerospace	Perform SWOT analysis centered on customer service
	Microsoft Corp.	Asia, Latin America, Europe, and Redmond, Wash.	Computer/Internet and Software Services	Create business model
	Rainforest Expeditions	Peru	Hotel and Restaurant Management	Generate accounting tracking tool
	Syntel Inc.	India	Computer/Internet and Software Services	Analyze new industry structures for growth opportunities
INTERNATIONAL NONPROFIT	Acumen Fund	India	Nonprofit	Refine healthcare strategy in India
	Aravind Eye Care System	India	Nonprofit	Create strategic recruiting plan for HR
	Associação de Assistência à Criança Deficiente	Brazil	Nonprofit	Perform GAP analysis and action plan for Abreu Sodre Hospital
	CARE USA and CARE Uganda	Kampala, Uganda	Nonprofit	Initiate feasibility study to include detailed plan for successful roll-out model
	Drishtee of India	New Delhi, Mumbai, Bangalore, and Hyderabad, India	Nonprofit	Formulate effective strategy and identify potential development opportunities
	The European American Center for International Education	Pontlevoy, France, and Bingham Farms, Mich.	Nonprofit	Analyze business model and marketing plan; identify opportunities for growth and operational efficiency
	Fundación Cuidado Infantil Dominicano	Santiago, Dominican Republic	Nonprofit	Generate business plan and feasibility study
	Kumi Hospital	Uganda	Nonprofit	Develop procurement and stock management system
	Perot Systems Corp.	India	Nonprofit Division	Recommend vocational and technical skills development models
	VisionSpring	Hyderabad, India	Nonprofit	Design marketing and sales strategy; conduct field market study to include pricing recommendations and sales channel strategies
INTERNATIONAL ENTREPRENEURIAL	Cupola Medical Ltd.	Various U.S. locations, U.K., France, and Italy	Healthcare Products	Create market entry and business plan
	Diverse Energy Ltd.	United Kingdom	Energy/Petroleum/Minerals	Plan strategic global rollout to support worldwide addressable product market
	ENT-Surgical Ltd.	Various U.S. locations, U.K., France, and Germany	Healthcare Products	Assess market and initiate market entry strategic plan
	FastForm Research Ltd.	Ireland	Healthcare Products	Conduct market entry analysis
	Gcrypt Ltd.	London, U.K.	Computer/Internet and Software Services	Identify detailed marketing strategy
	Medivur Ltd.	Various U.S. locations, France, Spain, and Germany	Healthcare Products	Analyze market, customers, competition, and distribution channels
	Naiot Technology Accelerator Ltd.	Various U.S. locations, France, and Germany	Finance-Venture Capital	Research and analyze new and alternate business models
	Orthro-Ion Ltd.	Various U.S. locations, U.K., France, and Germany	Healthcare Products	Examine market, customers, competition, and distribution channels
	Peek India	India	Telecommunications	Evaluate product launch