



KING'S
College
LONDON

KING'S
BUSINESS
SCHOOL

BUSINESS CONSULTANCY

Fresh thinking for London businesses



CALL FOR BUSINESS PARTICIPANTS

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HOW DO I NEED TO ADAPT MY BUSINESS IN A CHANGING WORLD?

“”

WHICH PARTS OF THE MARKET SHOULD MY SALES STRATEGY BE FOCUSED ON?

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HOW CAN I BUILD MY TEAM WITHOUT LOSING ITS FOCUS?

“”

HOW CAN I MAKE THE MOST OF SOCIAL MEDIA TO GROW MY BUSINESS?

“”

HOW CAN I MAKE MY BUSINESS MORE EFFICIENT?

“”

HOW COULD I IMPROVE MY FUNDING MODEL?

“”

HOW DO I LAUNCH A NEW PRODUCT?

HOW DO I DO SOME/ALL OF THE ABOVE IN A RAPIDLY CHANGING WORLD?

These are just some of the questions you will face as an entrepreneur, alongside the daily challenges of keeping your business on course.

Would you benefit from a third-party business consultant with an up-to-the-minute business education to look at these challenges and your business goals with a fresh set of eyes and contemporary perspectives?

The opportunity

King's Business School is committed to supporting local businesses and is collaborating to offer up to 15 enterprises in our local boroughs the opportunity to receive business consultancy from ambitious and skilled students, free of charge.

They can offer support on a range of business topics, including:



HR planning



Marketing and social media



Financial analysis



Strategy and business planning



Data analysis



Organisational behaviour



Eligibility

The project is aimed towards SMEs (small to medium enterprises) in the King's local boroughs – Westminster, Lambeth, and Southwark – however this is not an exclusive catchment area and we welcome SMEs in other boroughs to apply.

Typically, an SME has fewer than 250 employees.

Typically, an SME has an annual turnover of less than €50 million, though we normally work with organisations with annual revenues much lower than this ie under £1 million.

We are also interested in working with charities and other not-for-profit organisations.

Your organisation must be in operation ie registered with Companies House, as opposed to a business idea.

King's We also welcome
20 applications from
ACCELERATOR organisations which
are part of, or have been part
of, the King's Entrepreneurship
Institute's Accelerator
programme.





Application

If you are interested in this opportunity, complete the online expression of interest form below which outlines your business and the question(s) which you would like to explore.

The form should be submitted by **Monday 9 September 2024 at 17.00.**

If your proposal is accepted, you will be contacted by the King's Business School Consultancy Project Team who will discuss your aspirations in more detail. If your application is accepted, our team will partner your business with a student consultancy team of three to four students.

Our consultants will be final year students studying a business/management/economics degree at King's College London.



Click here: [expression of interest form](#)

Professional oversight

Throughout the project, the students will be supervised by Dr Catherine Tilley, who is a member of the academic faculty at King's Business School. Dr Tilley has over 20 years' experience working as a consultant, and spent 14 years as a Director of Operations at McKinsey & Company, where she worked on a range of organisational and strategic projects.



DR CATHERINE TILLEY
KING'S BUSINESS SCHOOL

TIMELINE AND PROCESS

The consultancy will commence from Monday 7 October and culminate at the end of November (approximately six to seven weeks). During this time, our consultants will meet with you and/or your chosen colleagues to discuss your business challenges and goals, agree objectives, and work towards them.

Our consultants will meet with you two to three times during this period and will remain in communication with you throughout.

Please note, our students will not be working for you. They will act as consultants as opposed to interns.

At the consultancy period's culmination, week commencing Monday 25 November, our consultants will provide their final analysis and a set of recommendations in the form of a presentation and accompanying written report which your business can use to tackle the challenges outlined at the beginning of the project and achieve its goals going forward.

COVID-19

Your business, like ours, may be impacted by social distancing measures which will make meeting in person impracticable or not possible. For ease and comfort, all engagements and interactions will be facilitated via virtual platforms unless agreed otherwise. Our preferred method of communication is Microsoft Teams however we and our student consultants can be flexible and can use your organisation's preferred method of virtual communication.

NON-DISCLOSURE AGREEMENTS

Our students will sign NDAs should you require them to.



Past partners

In the past five years we have worked with a diverse set of businesses from across London, helping them to achieve their business goals.

Organisation	Registered borough*	Sector
Bold Content Video	Southwark	Video Production
Brainsparker App	Southwark	App/Educaton/Training
Bright Centres	Lambeth	Education
Brixton Blend	Lambeth	Food & Drink/Hospitality
Downside Fisher Youth Club	Southwark	Education/Sports
Hot Yoga Brixton	Lambeth	Health/Wellness
Jim and Tonic	Southwark	Distilling/Bars/Events
Knit McIntosh	Southwark	Textiles/Retail
Lash Magnifique	Camden	Health and Beauty
Metadvice	Westminster	Digital Health
Paws & Pause	Southwark	Social Enterprise/Wellbeing
PRO TOUCH SA CIC	Camden	Community Youth and Sports
Rough Guides / Apa Publications Group	Southwark	Publishing
Slime Planet	Lambeth	Children/Education/Tourism
The gluten free bakery	Southwark	Food manufacturing
Trade Finance Global	Camden/Westminster	International Trade/FinTech
Two Way Media Limited	Westminster	Digital Gaming
Vendula	Lambeth	Fashion
Vesta Smart Packaging	Haringey	Services to FMCGs
WITH Creative Ltd	Southwark	Product Design

**Businesses can operate across multiple boroughs*



In that time we have supported businesses on various challenges such as:

DEVELOPING A BUSINESS PLAN TO TAKE IDEAS TO OPERATION

- How can we secure a loan/investment to acquire retail space?
- How can we outsource the manufacturing of our product?
- How do we operationalise the events branch of the business?
- What freemium price point will be most attractive once commercialisation occurs?

CREATING A PRODUCT DEVELOPMENT STRATEGY

- Which of our products are succeeding, and why?
- How important is the use of social media for our products' success?
- Should we form more partnerships to produce more products more quickly?
- How can we create a positive return on development investment?

DEVELOPING A MARKETING AND BRAND STRATEGY

- As a small company, how do we raise awareness?
- How do we create and execute a content marketing and brand strategy to appeal to all our B2C and B2B customers?
- How can we make the most of social media, blogging and digital marketing to grow the business?
- How can we optimise a strategy given our small team and budget constraints?

DEVELOPING MARKETING AND GROWTH STRATEGIES TO DELIVER THE BUSINESS PLAN

- What growth resourcing will be required to successfully deliver our business plan?
- What social strategy should we lead with and how should it be resourced?
- Who should we approach to provide guest content as part of our initial social tactics?

HOW CAN WE ATTRACT APP USERS?

- Creating a business development strategy
- How do we convert initial users to paying customers?
- What are the best funding sources for very early stage investment?
- How do we develop the go-to-market strategy?

CREATING AN HR STRATEGY

- How do we offer favourable working conditions and a good work/life balance for staff?
- How do we recruit the staff we seek and maintain a low rate of staff turnover.
- How to create a flexible engineering team that can be scaled up and down depending on project demand?

FINANCING A NEW BUSINESS

- How do we raise funds to scale the business?

Our client survey findings



100% of clients **strongly agreed** that being involved with the project has been a **good experience**.



100% of clients **agreed** the students gave **useful ideas**.



100% of clients **agreed** they would be **interested in working with the King's Consulting Project again**.



Enquiries: zoe.adams@kcl.ac.uk



Click here: [expression of interest form](#)



100% of clients agreed the project has been **useful for us as a business**.



100% of clients **agreed** they would **recommend the King's Consulting Project** to other small businesses.

“”

THE STUDENTS HAVE DONE AN EXCELLENT JOB IN RESEARCHING OUR RELEVANT TARGET MARKETS AND FIND DATA TO SUPPORT THEIR HYPOTHESIS AND RECOMMENDATIONS. WE HAVE USED THE REPORT TO QUESTIONS AND ADJUST OUR CURRENT ASSUMPTIONS AND PLANS.

PROPORTUNITY

“”

THE ANALYSIS CULMINATED IN A 'BREAKTHROUGH' SPREADSHEET THAT HAS PROVED INVALUABLE.

CAFE VAN GOGH

“”

THE REPORT AND PRESENTATION HAVE EXCEEDED MY EXPECTATIONS.

WITH CREATIVE

“”

I WAS HIGHLY IMPRESSED BY THE STUDENTS' PROJECT MANAGEMENT.

GOOD BOOST

“”

SUPERB TEAM. THEY WERE REALLY IMPRESSIVE.

VESTA SMART PACKAGING

“”

FANTASTIC PRESENTATION AND INSIGHTS.

JIM AND TONIC



Video testimonial: bit.ly/3fadQvh

About us



Since 2017, King's Business School has grown into a leading management institution – and one of the largest in London



Our global community of over 16,000 Management & Business alumni is based in around 120 countries worldwide

2nd

Ranked 2nd in the UK for Business & Management studies
The Complete University Guide, 2024



We undertake ground-breaking research that improves the way people do business

8th

Thanks to our highly regarded original research we were ranked 8th in the UK in the latest Research Excellence Framework
REF 2014



We are able to use the full breadth of world-class, interdisciplinary education and research across King's within our executive education programmes





KING'S BUSINESS SCHOOL

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Enquiries: zoe.adams@kcl.ac.uk

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Approved by: brand@kcl.ac.uk, July 2024

Please note that information is accurate at the time of going to press (July 2024). All information is subject to change. Please see our website for the latest details including courses available, dates and fees.