**Project Proposal (Ref. 827663331)**

| Type of Project *(Practical or Service)* | Practical |
| --- | --- |
| Name of the Project | (P2-BRICS) Market Analysis for BRICS Partnership Development |
| Initiating Department of the Project | Finance Department |
| Project Head | Dr. Makarova O.V. |
| **Description of the Project’s Contents** | Create a strategy for business development with focus on companies from BRICS countries. The frame should be created as a recommendation based on the following forms of analysis:  1) Competitive environment analysis and Sales Offer for foreign companies;  2) Competitive analysis of product sales schemes, logistics, ways of doing business;  3) Potential income and expenses of the company in the world market. To evaluate the investments to be made in order to enter foreign markets  4) To evaluate financial efficiency of suggested measures  5) To define the risks and map the company's risks  6) To choose sources of financing of measures on entering foreign markets |
| **The Project’s Goal and Objectives** | Create a strategic frame for development business of the company. |
| **Tasks that students will complete during the project** | The frame should be created as a recommendation based on the following forms of analysis:   1. Market and economic situation in terms of accounting services ; 2. Analysis of the development of similar services in BRICS, including forecast of their development; 3. Competitive analysis of product sales schemes, logistics, ways of doing business; 4. Potential of the company at the world market. 5. To evaluate financial efficiency of suggested measures 6. To define the risks and map the company's risks 7. To choose sources of financing of measures on entering foreign markets |
| **Duration of the Project** | April 17 - June 17 |
| **Amount of Credits** | 3 |
| **Type of Student Work  *(удаленная, на месте, экспед, стажир)*** | Group Project |
| **Intensity (hours per week)** | 8 |
| **Form of Project Activity** *(индивид, групповая, общ по проекту)* | Project general |
| **Requirements for Students and Participants in the Project** | English writing skills  English reading  Academic writing  знание программ Excel, SPSS и других пакетов обработки данных  presentation skills |
| **The Planned Results of the Project** | To fulfill goals and objectives of the project: - to study theory, effect a scientific research on the subject and suggest relevant models and methods to study the research question; - collect and analyze data, approbate suggestions on a case of the Company; |
| **The Format of Presenting Results, which are subject to evaluation** | results should be submitted to the Company and to the HSE in a form of report and presentation in English language |
| **Grading Criteria for the Results of the Project** | 30% - Company grade for report 30% - Company grade for presentation 20% - HSE grade for report 20% - HSE grade for work on project |
| **Number of Vacancies in the Project** | 4 |
| **Criteria for the Selection of Students for the Project** (which will be used in the case that there is a large amount of applications to the project) | Relevance of students’ background to the project as per project leader evaluation: CVs & records of study welcome |
| **Educational Programs** | Finance |
| **Location** | HSE SPb + Company location |