

For companies or organizations interested in partnering with WDI on a Base of the Pyramid or a Healthcare project should contact wdi-mapinfo@umich.edu. Project proposals are accepted for consideration each September through early December. Projects take place during a seven-week period between early March and late April. Sponsors receive top-notch deliverables and data-driven recommendations from a team of MBA students with diverse skills, knowledge, backgrounds and work experience. More information can be found at: wdi.umich.edu/students/MAP/Info.

STUDENT TEAMS PROVIDE SUPPLY CHAIN, MARKETING, STRATEGY EXPERTISE

5 MAPS



WDI sponsored five Multidisciplinary Action Project (MAP) teams in 2013 as part of its mission to support international activities at the University of Michigan. The projects, in conjunction with the Ross School of Business, allow MBA students to work with international organizations to create new business models, research new directions, and strategize for the future.

WDI identifies and develops international projects with host organizations to create impactful projects in emerging economies. The Institute also provides financial and faculty support.

The MAP team working for the Liberia Business Association (LIBA) generated media coverage during their time in the country.

The newspaper Front Page featured a group photo of the team under the headline, "Business Climate In Check: Four USA-based Graduate Students Arrive in Liberia on a Monthlong Research with Liba." In the article, the LIBA president thanked WDI Senior Research Fellow Ted London, and asked him "to convey our deepest appreciation to the Ross School of Business of the University of Michigan in the US for this initiative."

The same day, the New Democrat newspaper's headline was, "Visit of Hope: LIBA Receives Four Students from USA." The article featured five photos of the MAP team members. A month later the Liberia newspaper, the Daily Observer, did a follow-up article on the MAP team's preliminary findings.

Here is a brief synopsis of each of this year's projects.



Abt Associates

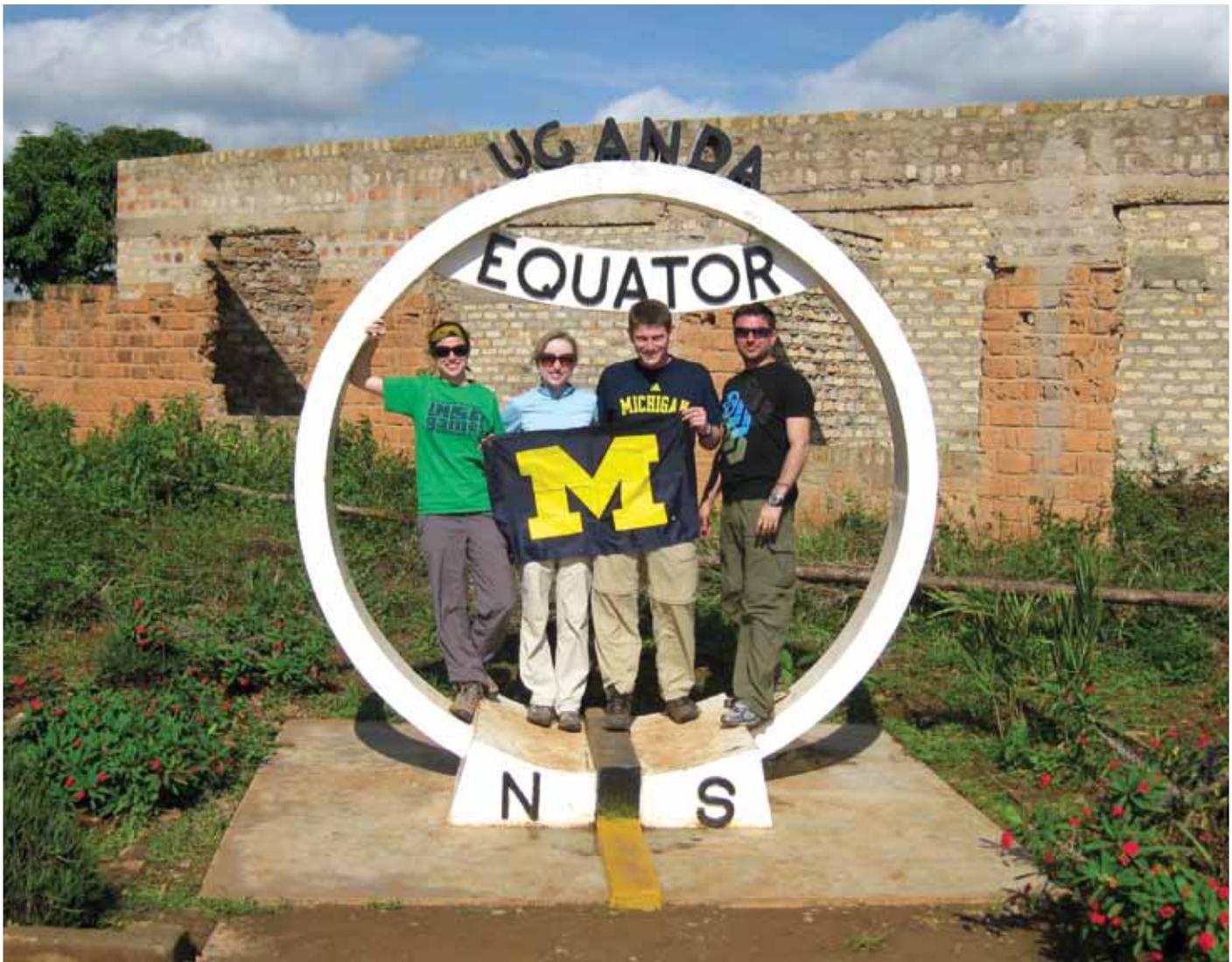
// Uganda

DIRECTED BY: Ted London, WDI and Ross School of Business; Paul Clyde, Ross School of Business

MAP TEAM: Robert Dirksen, Berry Kennedy, Ondrej Ledabyl, Erin Potocki

Abt Associates is a mission-driven, global leader in research and program implementation in the fields of health, social and economic policy, and international development. In Uganda, Abt Associates partnered with the Clinton Health Access Initiative (CHAI) to improve the availability of ORS/zinc, which is an effective treatment for water-borne illnesses, through private sector retail channels.

The MAP team studied the existing rural distribution network structure of competing wholesalers to gain an understanding of how these distribution networks overlap. This gave the team a better understanding of how the market is divided, and how to engage more effectively with these wholesalers. The team also examined the system of incentives that is in place within the supply chain at the wholesale level and below. This allowed them to advise Abt Associates and CHAI on how best to structure a system of performance-based financial incentives that promote increases in supply-side capacity.





ITC Limited

// India

DIRECTED BY: Ted London, WDI and Ross School of Business; Lynda Oswald, Ross School of Business

MAP TEAM: Shaily Bhargav, Samuel Krouse, Emily Taylor, Perry Teicher

ITC Limited has a multi-business portfolio focusing on fast-moving consumer goods which encompasses food, personal care, cigarettes, cigars, paper products – among other businesses. This project was involved with ITC's spice business.

The MAP team developed a marketing and product portfolio strategy for India spices, based on the platform of food safety and sustainability, leveraging ITC's core competencies and its linkages with the farmers (integrating ITC's CSR into business plans for inclusive growth).



Riders for Health

// Zambia

DIRECTED BY: Ted London, WDI and Ross School of Business; Tom Buchmueller, Ross School of Business

MAP TEAM: Jasmine Khan, Sarah Miller, Tyrell Robertson, Jay Wei

Riders for Health is an award-winning social enterprise that solves one of the key barriers to development – reliable and predictable transport in the last mile. Riders' solution not only delivers reliable and predictable health transport, but does so in a cost-effective and sustainable manner.

The student team was tasked to do a market scoping/landscaping exercise to develop a strategy roadmap for the Zambia country office that aligned with the new 2013-17, five-year strategy recently developed for Riders International. The students also analyzed and provided recommendations on Riders' product offerings, pricing, etc.



Istanbul International Center for Private Sector in Development (IICPSD)/United Nations Development Programme (UNDP) Liberia/Chevron

// Liberia

DIRECTED BY: Ted London, WDI and Ross School of Business; Venkatram Ramaswamy, Ross School of Business

MAP TEAM: Qiwei Ge, Rory Maker, Walter Ruddy, Gregory Teich

The IICPSD is the UNDP's global institution-building platform with the private sector for business-born solutions to development challenges.

IICPSD and UNDP, along with its corporate partners, are working on a procurement leveraging policy in Liberia. The goal is to ensure that revenues from the country's natural wealth create local content and, through businesses and jobs, measurable dividends to a broad base of individuals and communities.

In this project, partnering companies were assisted by the MAP team students to explore how their local procurement strategies can be better centered on building local content, while assessing gaps that prevent local producers from entering supply chains.



Istanbul International Center for Private Sector in Development (IICPSD)/ UNDP Liberia/ Liberia Business Association (LIBA)

// Liberia

DIRECTED BY: Ted London, WDI and Ross School of Business; Venkatram Ramaswamy, Ross School of Business

MAP TEAM: Arinze Anyaeché, Lorpú Jones, Miranda Malkin, Brandon Tirrell

The LIBA comprises more than 1,000 indigenous companies that are formally established and operating in all sectors of the Liberian economy.

The student team helped IICPSD and LIBA identify and support opportunities to enable Liberian SMEs to boost their competitiveness by engaging in value chains and by supplying adequate inputs from both quality and quantity perspectives.

