

Lists of MBA projects on offer:

[Consultancy Fee/Financial Assistance: Available; Project Work Place: Manipur / Delhi / Bangalore;
Project Duration: 3 Months (Minimum); Field Work Required: Yes (including market survey & visits)

Selection Criteria:

- (1) CV (1-page/2-pages explaining education, skills acquired, work/non-work experience)
- (2) Cover Letter (How does the project profile match the candidate's skills and interest?)
- (3) Proposal Letter (A draft recommendations on how to achieve the project objectives)]

1)

Project Title: Global Web-based Promotion Strategy of Moirang

Project Area: Marketing Analysis and Brand Promotion

Overview:

Moirang (a prosperous ancient kingdom in the South-East Asia in prehistory) is a modern day tourist city located in the north east of India, 45km from Imphal, Manipur. It has rich cultural heritage and historical values of global appeal. Main key attractions of Moirang are Indian National Army (INA) Memorial Complex, Loktak Lake, Keibul Lamjao National Park and Thangjing Temple.

Project Objective:

Evaluate the market for the core unique values of Moirang and recommend the best suitable business strategy to promote Moirang globally using web-tools

2)

Project Title: Market opportunities for energy consumer products and mini power sectors in Manipur

Project Area: Marketing Analysis and Business Development

Overview:

Manipur is currently facing power scarcity and energy crises. There is a need for investment in power plants to generate/supply electricity to the local population as well start-up industries. Manipur requires small scale power supply units for electrifying villages and towns. In addition, Family consumers also need back-up energy supply consumer products.

Project Objective:

- (1) Identify back-up consumer power supply products for sales to family consumers in Manipur;
- (2) Identify sectors for small scale investment by energy companies to supply electricity to a local population or a small firm

3)

Project Title: Export of fish and fish products from Manipur to national and international market

Project Area: Operations and Business Development

Overview:

Loktak Lake in Manipur has plenty of fish supply to the local markets and local fisheries firms also produce fresh water fishes. People in Manipur love fish cuisines and variety of fishes are available in Manipur. In addition, there are various ornamental fishes found in Manipur which can be sold as aquarium fishes.

Project Objective:

- (1) Analyse the varieties of fish and fish products potential for marketing to Indian cities and abroad

(2) Strategy for business set up in Manipur and plans for marketing and exports internationally

4)

Project Title: Production of fruit Juices in Manipur and marketing to Indian cities

Project Area: Operations and Business Development

Overview:

Fruits such as pineapples and oranges are available plenty in Manipur. Fruit Juices and various fruit products can be produced in high volume and high quality for sale to local market as well as other national markets. There is a high demand and interest for fruit juices (and smoothes) across the Indian cities.

Project Objective:

- (1) Analysis of market size and competitors for fruit juices and fruit products in India
- (2) Business planning for production and launch of fruit products (juices and smoothes, etc)

5)

Project Title: Online restaurant of Manipuri Cuisines for consumers in Delhi and Bangalore

Project Area: Operations and Business Development

Overview:

Food is one of the means to establish cultural exchange among different nationalities/communities and it can be used as a business development venture. Similar business examples of using food delicacies are McDonald, KFC, Japanese Sushi Restaurants, China Town Cafe/Restaurant, etc. Manipur also has traditional varieties of food delicacies which are special to Manipuris similar to Sushi to Japanese.

Project Objective:

- (1) Analysis of market size and competitors for food industry in India under various business models
- (2) Prepare a Business Model and business planning for launch of an online restaurant of Manipuri Cuisines for consumers in Delhi and Bangalore

6)

Project Title: Web-based sales for fashion clothing and gift products of North-East Indian cultures in Indian cities

Project Area: Operations and Business Development

Overview:

Fashion clothing is about showing the dressing styles and fashion consciousness to others by bringing a change in clothing. North-East Indian Cultures (especially Manipur) have varieties of traditional dresses and clothing styles of cultural value. Today's generation likes fusion in dressing styles i.e. remixing old styles into new fashion brands.

Project Objective:

- (1) Analysis of market size and competitors for fashion clothing and gift products in India
- (2) Business planning to launch North-East Indian fashion clothes and gift products (via web-based tools) in Indian cities (such as Delhi, Bangalore, Mumbai)

7)

Project Title: A Web-based Business Model that serves the links among Universities (Branding), Students (Job Placement) and Companies (Recruitment)

Project Area: Marketing Analysis and Business Development

Overview:

India has a number of colleges and universities producing fresher graduates (in all the streams of career). Majority of these institutions have minimum or no exposure to industry placement and internship facilities. On the other hand, Companies struggle to recruit to find the right students from the right college/universities and hence spend lots of time & money in waste. Universities/colleges also like to build their brand image by showing job placement statistics and centre of excellence in industry level knowledge/skills. Currently, online recruitment portals like naukri and monster only provide general job search. Again, training centres across India provide paper based coaching privately at their office locations separate from the academic schedule of respective colleges/university. So, there is an opportunity to interlink the missing market gaps among Universities, students and companies.

Project Objective:

- (1) Evaluate if there is indeed market gaps among Universities, students and companies in India to have a profitable business model
- (2) Develop a web-based business model to serve the needs linking the Universities, students and companies
