

OPERATIONS RESEARCH TOPIC

Participants collaborate with a local business or organization to research what drives customer loyalty and repeat engagement. Using the research findings, participants will develop a strategic plan to strengthen customer retention through loyalty programs, personalized experiences or relationship-building initiatives.



FINANCIAL CONSULTING TOPIC

You will assume the role of a financial consultant meeting with a small-business owner in their late 50's who is beginning to think about retirement and succession planning. The client wants to explore options for selling, transferring, or winding down their business while maximizing financial security.



HOSPITALITY AND TOURISM PROFESSIONAL SELLING TOPIC

You will assume the role of a sales representative for a company that designs immersive, experience-based group travel packages (culinary tours, cultural immersions, adventure itineraries). A local travel agency is looking to move away from traditional group bus tours and wants to modernize its offerings for younger travelers.



PROFESSIONAL SELLING AND CONSULTING TOPIC

You will assume the role of a sales representative for a company that offers an integrated platform combining

AI-powered customer service tools and retail analytics. A regional retail chain owner has scheduled a meeting to learn how your solution can reduce response times, lower staffing costs, optimize inventory, and improve the overall customer experience both in-store and online. Your goal is to explain how your platform can help the business operate more efficiently while increasing customer satisfaction and sales.

