



## AN MBA TEAM FOR YOUR ORGANIZATION

Our depth of research and diversity of thought  
bring fresh strategic perspectives.

UCLA Anderson's Applied Management Research Program partners a team of MBA candidates with your organization to deliver strategic solutions to critical challenges through top-notch analysis.

**Count on us to deliver meaningful recommendations in these uncertain times.** The students produce a rigorously tested, professional-grade consulting report based on extensive primary and secondary research **at a fraction of the cost.** More than 3,000 organizations around the world — from Fortune 500 companies to non-profits and startups — have experienced the extraordinary benefits of working with UCLA Anderson.

### PROJECTS MAY INCLUDE:

- Pinpointing business opportunities
- Launching products
- Exploring new markets for existing products
- Competitive analysis
- Improving managerial effectiveness
- Creating effective marketing campaigns
- Risk assessment
- Operations analysis
- Financial modeling
- Strategic planning

**UCLA**

**Anderson**  
School of Management

## JOIN THE RANKS

Amgen Inc.  
Bank of America  
Cedars-Sinai Medical Group  
Conservation International  
Electronic Arts  
Fox Sports International  
Google  
YouTube  
Kendall-Jackson Wines  
Los Angeles Dodgers  
Mattel Inc.

Microsoft Corporation  
The North Face  
Northrop Grumman  
Panda Restaurant Group  
Princess Cruises  
Starbucks Corporation  
Toyota  
Verizon  
U.S. Navy SEALs  
Warner Bros.  
...and hundreds more



## IMPORTANT DATES

**Application Deadline:** July 31, 2020

**Company Launch:** October 2, 2020 (at UCLA Anderson)

**Final Presentations:** March 5, 2021 (at UCLA Anderson)

The AMR program often receives many more project applications than we have teams. If your project is not selected for our October - March AMR program, we will automatically consider your application for other Anderson field study programs that takes place January - June.

- **International projects — \$22,500**  
(includes \$12,500 research budget for the team)
- **Large companies (domestic projects) — \$17,500**  
(includes \$7,500 research budget for the team)
- **Small-to-medium enterprises — \$15,000**  
(includes \$5,000 research budget for the team)
- **Non-Profit Organizations — \$7,500**  
(includes \$2,500 research budget for the team)
- **International Non-Profit Organizations — \$5,000**  
(includes \$5,000 research budget for the team)

## INVESTMENT REQUIREMENTS



“ The depth of analysis that they presented was on par with a professional research firm”

*Jim McQuire, Vice President, Supply Chain Operations, AT&T*

“ The team’s research will change our decisions as we move forward.”

*Ben Roller, Manager of CRM and Ticket Analytics, San Diego Padres*



47 AMR  
TEAMS

13 International  
Projects

2019 - 2020 International AMR Projects  
all across the world



Bermuda  
Chile  
China  
Colombia  
Ecuador  
Indonesia  
Japan  
Kenya  
Pakistan  
Peru  
Qatar  
South Africa  
United Kingdom

\* 2020-2021 student travel may be impacted due to COVID-19.

## COMPANY SELECTION CRITERIA

- At least one dedicated project manager who will work with the team approximately 1-2 hours per week
- An alternate liaison in case the primary liaison becomes unavailable during the course of the project
- Company participation at the Program Launch and Final Presentations
- Full access to relevant strategic and financial data, which will be protected under a strict confidentiality agreement

**Apply Now**

**ANDERSON.UCLA.EDU/AMR**

UCLA Anderson School of Management  
Applied Management Research Program  
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