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Got U

CERTIFICATE OF AUTHORSHIP:

I certify that I am the author of this paper and that any assistance I receive in its preparation is fully acknowledged and disclosed in this paper. I have also cited any sources from which I used data, ideas, or works, either quoted directly or paraphrased. I also certify that I prepared this paper specifically for this course/program.

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Got U

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A Concept Proposal

Submitted in partial fulfillment
of the requirements for the degree
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Abstract

This paper provides a template and discussion on submitting a proper concept proposal to develop a business plan for the Capstone project requirement. Capstone is a corporate applied project whereby the knowledge gained throughout the master's journey should be incorporated and assimilated to demonstrate optimal learning for a practical application. This should be a professionally written document, and you should avoid using the first person while writing. This first section, called an abstract, should provide the reader with an introduction and overview of the concept proposal and must be no longer than two hundred and fifty words. This should be a tight, concise summary of the main points in your paper, not a step-by-step of what you plan to accomplish in your paper. Excessive details must be avoided. Avoid phrases such as "this paper will," and just structure your sentences to say what you want to say. Ensure that proper sentence construction is utilized and attempt to acquaint the reader with what they should expect in reading this proposal for the Capstone project. Note that this is the only paragraph that does not begin indented; it is double-spaced, as is all American Psychological Association (APA) compliant written submissions. Lastly, it is written in a twelve-point Times New Roman font, one of the recommended fonts for APA (American Psychological Association, 2010).

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Mission, Vision, and Core Values

Got U aims to impress on companies the need to have people at the base of the business process, with their involvement in the phases of renewal, innovation and error correction.

Mission Statement

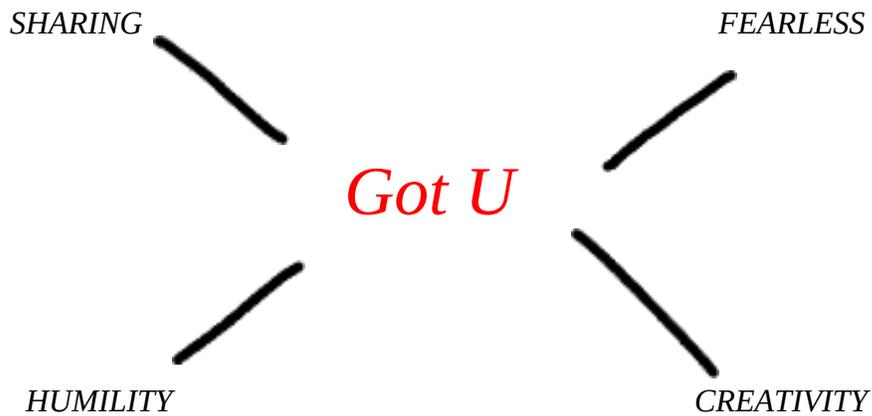
Got U wants to create a reality made up of companies that are as open as possible to sharing problems with their employees. Giving them the opportunity to work proactively. Looking for a people-based way to do business.

Vision

Got U business is based on people, and when we speak about the people we're not referring to their presence or quantity in the venture, every business has people who lead the group, who perform the hard work, who assist and supervise everyone else's work. But our question is: does all the businesses have someone who listen to the employees, who listen to their thoughts or their ideas about the job they are actually doing? Since the beginning of the new millennium, with the advent of new technologies and all that comes with it, people have been pushed aside, replaced by machines. It's clear now that the technologies in continuous implementation have qualities that the human being cannot achieve; if we had to stop at these qualities, Got U would have no sense in existing. But the world is changing, and it's certainly not doing it only thanks to machines, the world is changing through ideas, creativity, and thinking outside the box, new technologies cannot achieve these qualities. We believe we can achieve complete freedom of expression in the workplace through a new technology.

Core Values

Figure 1



Sharing

This is the basis of our business, what we want to focus on and continue to improve. In the modern business world, the talented individual is not enough, there is a continuous need for communication and information sharing to make the most of what is available on a human level.

Fearless

Fearless is the feature that marks those who work with our application, it is what allows our concept to run; the main characteristic to convey to any employee who wants to be an integral part of the business process.

Humility

Humility is what we demand from both sides of the company. On the employer's side there must be the honesty to admit that they need help and cannot solve the problem on their own; instead we expect from the worker to put his pride aside and say abruptly if he made a mistake.

Creativity

Creativity is the driving spirit of our initiative, without this we would remain in a stalemate as regards innovation and improvement. It's what drives the desire to get involved in employees.

Industry Description

The 19th century saw the beginning and growth of the corporate consultancy sector. He began by concentrating on assisting organizations that were in the finance and engineering sectors before moving on to those that were experiencing rapid growth in the fields of operations, organizational theory, and scientific growth management. As a result of taking on one of the leading positions, the number of consulting firms has expanded in the US.

Basically, the consultancy sector for businesses provides expert advice and assistance to companies on a wide range of topics, including management, operations, finance, technology, and strategy. Consultancy firms typically have a team of experienced professionals who use their knowledge and skills to help businesses improve their performance and achieve their goals. Services offered can include market analysis, organizational design, process improvement, financial modeling, and technology implementation. Consultants may work on a project basis or be retained by a company on an ongoing basis. The sector is a multi-billion dollar industry and it serves a diverse range of clients, from small startups to large multinational corporations.

Positive factors

The consultancy sector for businesses can provide a number of positive factors for companies, including:

- **Expertise:** Consultancy firms bring a wealth of knowledge and experience to the table, which can help businesses make better decisions and achieve their goals more effectively.
- **Objective perspective:** Consultants can provide an objective perspective on a company's operations and performance, which can be invaluable for identifying areas for improvement.

- **Specialization:** Consultancy firms often specialize in specific industries or areas of business, which can provide a level of expertise that may be difficult for a company to find internally.
- **Cost-effectiveness:** In many cases, hiring a consultant can be more cost-effective than hiring a full-time employee with the same level of expertise.
- **Access to resources:** Consultancy firms often have access to a wide range of resources, such as databases, software, and industry contacts, that can be used to benefit a company.
- **Flexibility:** Consultants can be hired on a project basis, which allows a company to bring in specialized expertise as needed, without the ongoing cost of a full-time employee.
- **Innovation:** Consultancy firms are in constant touch with the latest trends and developments in their field of expertise, which can help businesses stay ahead of the curve in terms of innovation.

Gaps

The consultancy sector for business can have gaps in a number of areas, including:

- **Lack of industry-specific expertise:** Consultants may not have the in-depth knowledge and experience required to effectively address the unique challenges and opportunities of a particular industry.
- **Limited understanding of the client's internal operations:** Consultants may not have a full understanding of the client's internal processes, culture, and decision-making dynamics, which can affect the success of the consultancy project.
- **Short-term focus:** Consultancy projects may be focused on achieving short-term goals, rather than addressing long-term strategic needs.

- Limited follow-up and ongoing support: Consultants may not provide ongoing support and guidance to ensure that the recommendations and changes they suggest are implemented effectively and sustainably.
- High cost: Consulting services can be costly, which can be a barrier for small and medium-sized businesses.
- Lack of accountability: Some consultants may not be held accountable for the results of their work, which can make it difficult for clients to measure the effectiveness of the consultancy project.

Let's look more closely at the issues and how they are or can be resolved if we want to come closer to what GotU wants to fix.

As Burtaverde and Mihaila (2013) stated, a phenomenon known as personnel fluctuation is influenced by an organization's capacity to recruit new employees, retain existing ones, and keep its most valuable workers. There are two types of influencing factors: external and internal. The employee's perception of a more important job and a low unemployment rate at another organization are the two most significant external influences. Low pay, job unhappiness, a disorganized work environment, interpersonal issues at work, the leadership style used in the business, and organizational stresses are some internal factors that affect staff fluctuation.

Their solution to this problem was by using questionnaires, the human resources department diagnoses employee communication, stress, and organizational cohesion once every six months.

If the results are unsatisfactory, team building exercises are conducted to try to discover a solution. Since we rarely use overtime and the work atmosphere is pleasant and stress-relieving, we give our staff the freedom to decorate their offices anyway they see fit in order to help them feel more motivated and at ease.

This is impossible in many workplaces due to factors like the inability for superiors and subordinates to meet, the latter's lack of willingness, or the presence of an environment that discourages healthy confrontation. These factors, along with the difference in power between the two roles, cause fear in the subordinate employee and prevent dialogue.

In this situation, GotU proves to be helpful by providing room, saving time, and producing freedom using a keyboard or a smartphone.

Another point presented by Baaij, Van den Bosch and Volberda (2005) shows us what they are the management consulting firms' knowledge strategies: experimenting with fresh consulting techniques as opposed to utilizing established consulting techniques.

To better understand and define what the resolution of this dilemma can be, we entrust ourselves to Buono (2009) who presents us that someone has emphasized the dynamic and (tacit and explicit) composite nature of the knowledge that is used or generated in consultancy activities as a result of the requirement that consultants have the capacity to apply pre-existing explicit knowledge to the specific consultancy context on a case-by-case basis (thereby converting explicit knowledge into new tacit knowledge) and (above all) "the ability to relate explicit knowledge to new tacit knowledge" in order to discover the solution to the problem.

GotU tries to increase the capacity given by superiors (and thus their commands) by adding whatever may be originality or ingenuity that enables the employee to carry out his task in a more satisfactory manner than he did before, without losing what is considered to be the human value in work.

PESTLE Analysis

PESTLE analysis is an extension of PEST analysis, with the addition of Legal and Environmental factors. It is a framework used to analyze the external macro-environmental factors that may have an impact on a business or industry.

Political

Government regulations and policies can affect the consultancy sector. For example, changes in immigration laws may impact the ability of consulting firms to recruit talent from other countries.

Economical

Economic growth and stability can affect the demand for consulting services. A strong economy may lead to increased investment in business expansion and optimization, leading to greater demand for consulting services.

Social

Changes in societal values and attitudes can affect the demand for certain types of consulting services. For example, an increased focus on sustainability may lead to greater demand for environmental consulting services.

Demographic changes, such as an aging population, can also affect the sector.

Technological

Advancements in technology can disrupt traditional consulting business models and lead to new opportunities for consulting firms.

The increasing use of technology in business can also lead to a greater need for consulting services related to digital transformation and technology implementation.

Legal

Changes in laws and regulations can have a significant impact on the consulting sector. For example, changes in labor laws can affect the cost of labor for consulting firms.

Compliance with data protection laws and regulations is also important for consulting firms that handle sensitive client information.

Environmental

The consulting sector is impacted by environmental factors such as climate change, natural disasters, and resource scarcity. These factors can affect the demand for certain types of consulting services, such as environmental consulting or sustainability consulting.

The sector also has a responsibility to operate in an environmentally sustainable way.

Product/Service Overview

This major section should focus on a full description of the opportunity proposed for the Capstone project. This section provides a detailed description of the products, services, or both that the company will offer. Some things to consider that will benefit the overall business plan as it relates to this section include (but is not necessarily limited to): the application of the product and/or service, how it will be delivered to the consumer, unique features that will differentiate it in the market; potential obstacles; the current state of development; and potential growth opportunities for expansion of the product and/or service.

An introduction description provides the overview of this major section and should be clearly articulated to walk the reader through what will be provided in the associated secondary sections. Avoid superfluous and unimportant discussions about the opportunity that might detract and confuse the reader of this proposal. It is always a good idea to have someone review this whole section after it is completed to see if it is clear to them and whether they can clearly articulate the proposed opportunity.

Product (or Service) Description

The first sub-section after the introduction is a clear definition and description of the proposed product or service. This will probably be a short and concise section requiring only a few paragraphs with the crucial details of each offering described in subsequent level 3 subheadings.

Service 1

Each service offering should be described under its own subheading to keep the document clear and organized.

Purpose

The purpose statement provides a clear description of the business venture being considered.

This description should include a few thoughts about why this proposed business venture is appropriate for the market, the void it might be addressing, and why the business plan should be developed. Additional secondary sub-sections for this major section may include topics on the significance of the venture, background description, and appropriate research questions being addressed.

Significance

This should be a very brief section explaining the relevance of this proposed venture. It sets the context for relevancy.

Background

A brief synopsis of any relevant historical information related to how this potential business venture idea evolved should be presented in one of two paragraphs. This subsection is optional.

SWOT Analysis

The use of a preliminary SOT analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. Here is an example of how you might want to depict the PEST, and then a discussion of how it will be applied is justified.

Table 2

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats

Strengths

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. This could also be used to justify your best-case and worst-case scenario analysis required later in your business plan.

Porter's Six Forces

The use of a preliminary Porter's six forces analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. Here is an example of how you might want to depict Porter's six forces, and then a discussion of how it will be applied is warranted.

Table 3

Porter's Six Forces

Competitive Rivalry	Threat of New Entrant	Supplier Power	Buyer Power	Threat of Substitutes	Impact of Complements

Competitive Rivalry

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. This could also be used to justify your best-case and worst-case scenario analysis required later in your business plan.

Summary and Approach

This major section provides a clear and concise review of the product you have described herein, as well as the key points from your industry discussion. This section should also provide a framework for approaching the Capstone project from a time and task perspective. Following the first seminar, you will be required to develop a project plan for the Capstone completion. That project plan and this concept proposal will be provided to your advisor so they can properly guide you with the Capstone project. As will be reviewed in course work for research methods, two types of data are applicable for data collection and analysis; primary and secondary data (Cooper & Schindler, 2008). It is strongly recommended that existing primary and secondary data be utilized for the Capstone project.

References

- Buono, A. F. (2009). Emerging trends and issues in management consulting: Consulting as a janus-faced reality: Vol. 9. Emerging Trends and Issues in Management Consulting: Consulting As a Janus-Faced Reality. Information Age Publ.
- Burtaverde, V., & Mihaila, T. (n.d.). Personnel fluctuation in a human resources consultancy agency. *Romanian Journal of Experimental Applied Psychology*.
- Baaij, M. G., Van den Bosch, F. A. J., & Volberda, H. W. (2005). How knowledge accumulation has changed strategy consulting: Strategic options for established strategy consulting firms. *Strategic Change*, 14(1), 25–34.