



Applied Business Projects

STUDENTS COLLABORATING WITH THE INDUSTRY

What is the Applied Business Project?

The Applied Business Project (ABP) is a capstone project for graduating Glion students, during which they work on real-world challenges with industry clients. Students work in groups, with continuous guidance from faculty members, to provide solutions to a business problem faced by their client. Our specific areas of expertise are luxury, hospitality, branding and marketing, finance, asset management, and event management.

This semester, taking into the consideration the current health crisis, students focused on helping the local communities and bringing solutions to the business based in Switzerland.

International Hotel Development & Finance



THE ECO-LODGE

After working on their first property **The Hamlet** a few semesters ago, our students had the opportunity to work with Tara and Christoph Wondraczek once again. This time, these inspired hoteliers contacted our students for support on their new development in Zimbabwe. They are working on an eco-lodge that will help to attract more tourists to Zimbabwe and be known for sustainable and ecological safari.

During the project, students were split into four groups. Each group had to develop an eco-lodge concept from the ground up, including: feasibility study, budget, marketing and sustainability – every aspect had to be taken into consideration!

The four propositions were presented to the owners with a lot of success – they took many ideas on board and will be realizing them in the upcoming years. We will be following this project closely and will continue supporting until the final delivery.



CO-LIVING BENCHMARK

With the hospitality moving to new concepts every day and turning to co-living much more than before, industry leaders are in need of the right numbers to benchmark their results. Unfortunately, there haven't been any official reports or KPIs referring to this industry up until now.

This is why the owner of the **International Hospitality Media**, Pierce Brown, turned to our students for help. He asked them to work on the industry benchmarks for co-living hospitality spaces, and to officially define co-living, as a definition for this hospitality concept still didn't exist.

To achieve these objectives, students interviewed numerous owners, investors, operators, managers, and all other stakeholders in the co-living hospitality sector. They managed to identify the precise definition of co-living and provide universal industry benchmarks.

Luxury Brand Strategy



REVISED MARKETING STRATEGY TO ATTRACT LOCAL CUSTOMERS

Due to the changes in the hospitality industry, two local companies - **Hotel Leman** in Vevey and **CrossFit Riviera** – had to find new ways to attract local customers. They had to overcome the sanitary challenge, while applying top-level customer service to be able to offer exclusive treatment and experience to their clients.

With this in mind, they contacted our students who worked on the new strategy to solve these business issues. While working on these projects, students didn't only learn about business, but they also learned to appreciate the power of local community and contributed to the development of their region.

International Event Management



GLION'S 60TH ANNIVERSARY EVENT

This semester, students studying International Event Management had a rather unique project. They were given the task of organizing an international celebration for the 60th anniversary of Glion Institute of Higher Education. And this was not a small event to plan – it had to take into the consideration all the stakeholders like current students, alumni, owners, staff, faculty, partners, industry leaders, media, VIPs etc. And it had to be international in every way!

Students were separated in two groups, and both presented a very successful proposal. As a result, the management of the school decided to adopt some of their ideas, and they are currently working on the realization. For example, there will be numerous celebrations organized in major hospitality cities around the world, as well as an event bringing industry leaders and alumni to the campus, creating a great media buzz. And the best part? Students will actually be able to join some of these events and see the results of their work!

