



ESSEC JUNIOR
DEVELOPMENT

ESSEC Junior Development

Commercial Book - Presentation





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Our Identity

ESSEC Junior Development is an association based on the model of a consulting firm, composed of 40 students from ESSEC Business School, in both Paris and Singapore campuses, from all programs. We collaborate with companies of all sizes, from start-ups to SMEs and larger firms.

+5

Years

Of experience in consulting

6

Project Managers

From all ESSEC programs

40

Consultants

Spread out on Singapore and Paris campuses

100

%

Customer satisfaction rate

Partners



ESSEC Ventures is the incubator that supports ESSEC students in their business creation.



Mantu is a global group providing consulting services in digital strategy and agile project management.

A SCHOOL OF EXCELLENCE

A school of excellence, providing an in-depth academic education that allows us to have the appropriate expertise in order to offer you the most relevant recommendations.

SPONSORED BY CONSULTING FIRMS

An association sponsored by professional consulting firms providing us with the best current methods that our structure rigorously applies.

OUR ENGAGEMENT



Professionalism, with sponsorship from the best consulting firms.



Responsiveness, EJD commits to providing you with a response within a maximum of 24 hours.



Adaptability, EJD listens to each request and can easily expand its area of expertise.

UNBEATABLE PRICE-QUALITY RATIO

At the heart of current issues, ESSEC Junior Development adapts to the constraints of entrepreneurs by providing them with comprehensive studies at affordable prices.

INTERNATIONAL DIMENSION

EJD relies on the international dimension of ESSEC, present in Cergy and Singapore, by being capable of mobilizing a network of students from all backgrounds.

Our Services

ESSEC Junior Development relies on consultants with diverse skills, exploiting these within a preferred area. The diversity of programs within ESSEC allows the structure to have a broad field of expertise.



MARKETING

- Market study
- Competitive benchmark
- Satisfaction study
- Qualitative & Quantitative study



GROWTH STRATEGY

- Business Plan
- Launch study
- Focus group



COMMUNICATION

- Communication plan
- Business strategy study
- Brand awareness study



« ESSEC Junior Development perfectly met my expectations, responding to a broad request with rigor and seriousness, providing optimal support throughout the process. »

Victor Gleyze, Executive manager, Socciable

Our Methodology

ESSEC Junior Development continuously relies on viable methods that have been validated by consulting firms. Our structure strives to address your issues in a personalized, effective, and optimal manner. Constantly adapting, we regularly update them.

PROCESS OF A MISSION



A TWO-PHASE METHODOLOGY

Quantitative Study

- Field investigations
(Questionnaires, mystery customers...)
- Phone investigations
(Questionnaires, mystery calls...)
- E-mailing investigations
(Administration of questionnaires)

Qualitative Study

- Document research
(Investigations and creation of databases)
- Qualitative interviews
(Exchanges on concrete topics)
- Focus Group
(Case studies, experience feedback)

OUR TOOLS



Agenty is one of the most efficient scraping tools on the market, allowing us to extract relevant elements.



Statista is the world's largest portal for statistics and market data.



Xerfi is the leader in sector-specific economic studies in France and internationally.

Some References



PLAIZ is a French social network focused on new fashion trends. Wishing to increase its user acquisition on the mobile application, PLAIZ called upon ESSEC Junior Development to conduct a satisfaction and growth study, related to the level of retention, in order to improve its ratio of loyal users.



SOCIABBLE is a collaborative platform aimed at improving internal communication among employees. To increase the generation of qualified leads, SOCIABBLE called upon ESSEC Junior Development to conduct a benchmark of the best tools for creating a self-assessment and contributed to the realization of the latter, reflecting the operational aspect of our structure.



DIPONGO is an interactive mobile game for children, designed to stimulate their imagination. To get a clearer picture of the market in which the company operates, DIPONGO called on ESSEC Junior Développement to carry out a benchmark of the competition. ESSEC Junior Développement to carry out a benchmark of the competition, with a view to enable an in-depth transformation and enhancement of the structure.

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