



*The Oxford Strategy Group.*

# Annual Report 2013 - 2014

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## THE YEAR IN NUMBERS

**>50**

CONSULTANTS

**12**

KEY CLIENTS

**>250**

AFFILIATED  
MEMBERS

**17**

HIGH IMPACT  
PROJECTS

## OUR KEY ACHIEVEMENTS

### 1 Outstanding Client Impact

17 projects completed in 7 geographic locations across a myriad of industries that has excellent testimonials and feedback from clients

### 2 Excellent Consultants' Accolades

Winners of multiple national and global case competitions

### 3 Creating High Social Impact

Dedicated social sector projects along with multiple other projects having significant social value and impact on our global and local communities

Dear Stakeholders,

We are proud to present our first inaugural annual report since OSG's founding in late 2012. Indeed, the start of 2013 saw a remarkable period of sustained growth and scaling up of OSG's reach and strategy that has helped to propel us forward as the only student-run consultancy in Oxford and as one of the most prestigious student societies on campus. We would thus like to share some of our top updates from the year with you:

### INTERNAL DEVELOPMENT

The communications & brand team of Lise, Dongwook and Sophia has helped to led our firm in a **branding exercise** that helped in distilling the core values of what we do.

Also, the **new knowledge development** team of Zhujie, Charles and Chutian has greatly helped in the setting up of a knowledge and learning platform and system that will continue to drive our thought leadership initiative. The team also launched the inaugural publication focused on higher education in Myanmar.

### EXTERNAL RELATIONS

We have continued to expand on our client reach (led by Daniel & Vaibhav) and have also made good progress in bringing in **further sponsorships and donations** from our existing client projects.

We have also continued to extend on our reach to students, with the number of consultant applications growing rapidly. Much focus was also given to training & development with the creation of a **case seminar** (by Daniel & Alex) as well as a training workshop (by Deloitte). Growing forward, we are looking to continue to extend our partnerships with global consulting case clubs.

Finally, we have also established a new **social impact initiative** (led by Nanthini and Qingling) that seeks to grow and develop OSG's impact on both our stakeholders and the wider communities around them.

### FUTURE LEADERSHIP

As the year draws to a close, we are proud to bring on a new board of directors (Vaibhav Agarwal, Tobias Willcocks, Harry Rimmer, Chen Zhujie) that we strongly believe have the capacity and leadership required to continue to drive and grow OSG forward.

Yours Sincerely,

Sophia Moradian (*Managing Director, MT'13*)  
Daniel Thong (*Managing Director, HT'14*)  
Alexander Chan (*Managing Director, TT'14*)

June 2014



## ABOUT OSG

### OUR FOUNDING HISTORY

The Oxford Strategy Group was founded in 2012 by four Oxford undergraduate and post-graduate students, *Thomas Seo, Sophia Moradian, Henry Gillow, and Mahnoor Naeem*. Having previously worked on a consulting project for a global medical devices firm in Oxford, the team decided that they wanted to pursue further consulting projects across a range of industries. After realizing that the University of Oxford did not have a student-run management consultancy, the team decided to fill this gap by establishing a student consultancy that harnesses the talent of Oxford students to add value to global and regional firms. With their diverse academic backgrounds and wide range of experiences, Tom, Sophia, Henry, and Noor embody the consultants and knowledge base that OSG attracts and cultivates today.

## OUR BIGGER VISION

### OUR MISSION:

#### *CREATING EXTRAORDINARY VALUE*

We are individuals who share a common goal of making a difference. For us, consulting is the business of value creation and we take our work very seriously, especially in a world where short-term gains are often pursued on the expense of long-term success. In its essence, we seek to deliver projects and work of the highest excellence in order to create extraordinary value for our clients.

### OUR KEY PRINCIPLES:

#### *DRIVE. DEVELOPMENT. RESULTS.*

At the heart of it, it's our love for business that drives our development of talent. We are always in pursuit of results of the highest excellence for our clients.



## OVERALL STRATEGY

### INTERNAL DEVELOPMENT

Internally as an organization, 2 key aspects are crucial- that of internal branding and communications as well as knowledge development.

Internal Branding focuses on delivering a consistent message & motif for OSG while knowledge development extends upon our research capabilities to produce the highest quality insights and analysis.

### EXTERNAL RELATIONS

External relations focuses on engaging and growing the relationships that we have with our various key stakeholders, namely our clients, our consultants, our alumnus and the wider social impact on our communities.

Specifically, this includes the development of new client relationships as well as the recruiting and training of new consultants.

### CLIENT PROJECTS DELIVERY

More importantly, the delivery of projects to our clients form a fundamental and core part of our business, where we focus on various areas as follows:



#### Strategic Advice

OSG helped the International Strategy Office at Oxford create a framework to advise a higher education institution based in Asia

#### Industry Research

OSG advised an asset management firm on whether to invest in the UK Pay TV Market by compiling a comprehensive industry report.

#### Operational Transformation

OSG's end-to-end examination of a FTSE 100 retailer's costs delivered new insights to reduce shrinkage and generate significant cost savings

#### Marketing and Pricing

OSG researched market opportunities for an Italian-based wine producer and advised them on pricing and marketing strategies for the UK market





## Branding Exercise

OSG undergone a branding exercise where it was decided that our key mission is to

**“Create extraordinary value”**

through our core principles of:

**Drive. Development. Results.**

## Knowledge Development

OSG also launched a new arm focusing on thought leadership publications & research. Specifically, we published our inaugural thought leadership piece focused on “Developing a Higher Education Strategy in Myanmar”.

In addition, we also undertook a thought leadership project focused on assessing market competitiveness in different local regions.



## Delivering excellent client impact

OSG has witnessed an excellent client growth in the past year where to date we have worked with 12 different clients on 17 different case projects across a myriad of industries (from consumer goods & retail, to healthcare, education, entertainment & industrial goods) and functions (from market research and entry, to growth strategy to supply chain management) across 7 different geographic locations (see right).

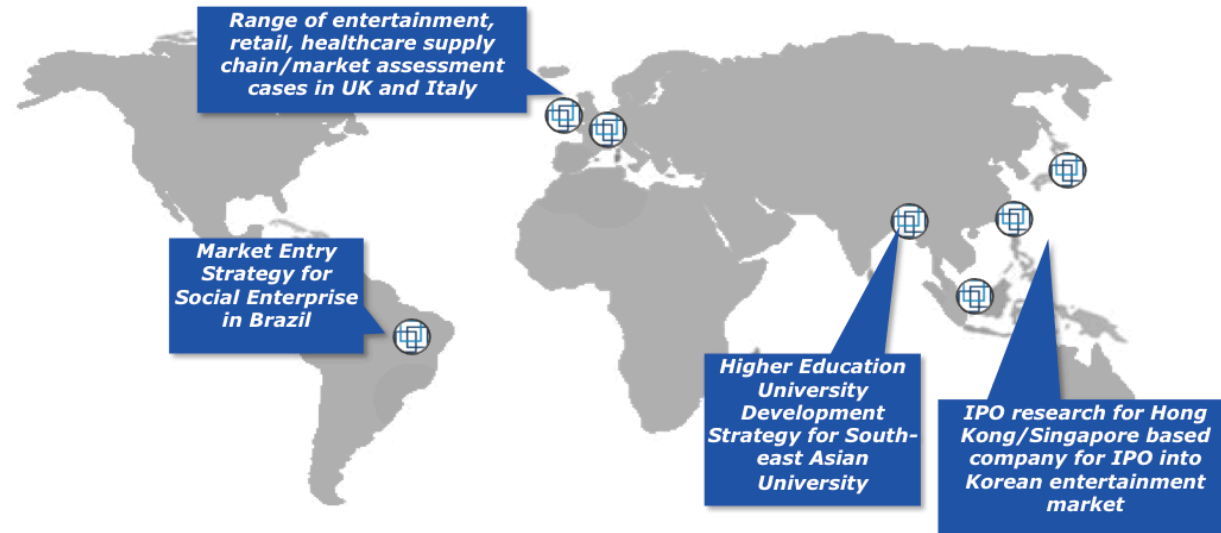
Our clients have also given us outstanding ratings and feedback on our project excellence. Examples are as follows:

*"I was each time **impressed by their dedication to the job at hand**, their **capacity to ask questions** and challenge the prevailing mindset, **and take a 360 degree view about the issues addressed**, which they always try and document with great depth..."*

Luc Deschamps  
Director, SPG

*"The team from OSG did an **outstanding job**...their **attention to detail and professionalism** was superb...."*

Simone Felice  
CEO, Giordano Wines



12  
KEY CLIENTS

7  
DIFFERENT  
GEOGRAPHIC  
LOCATIONS

17  
HIGH IMPACT  
PROJECTS



## Consultant's Recruiting & Profiles

We have stepped up our recruiting efforts in the past year, with the applicants to consultants ratio growing from an initial 2:1 to 4:1. More specifically, our applicants have come from a diverse profile of backgrounds (across the Americas, Europe and Asia) as well as work & leadership experiences.

## Consultant's Training

The past year also seen the creation of a bi-weekly "case seminars" for consultants to share on their past experiences as well as a case training session organized by Deloitte Consulting.

## Consultant's Accolades

Our consultants have also performed exceedingly well at various national and global case competitions in the past year, coming up tops against a myriad of other excellent teams globally. Some of our top accolades includes:



**Skoll Center for Social Entrepreneurship  
Case Competition Champions**



**KPMG UK National Case Competition Champions**



**KPMG International Case Competition  
Global Finalists (UK Representative)**

**4:1**

APPLICANTS TO  
CONSULTANTS

**>50**

CONSULTANTS



**Skoll Center for Social  
Entrepreneurship  
Case Competition Champions**

## Diversity of aspirations

In the past year, more than 50 consultants have undergone through the OSG experience, be it working on a client project, helping with internal development to undergoing OSG's training programmes.

Many of our alumnus consultants have now gone on to work for leading companies across consulting, finance and industry. Some of the key consultant career destinations includes:



## Alumnus Profiles



*"The best thing about OSG is the people. Even though the projects here at OSG are challenging and complex, my teammates have never shied away from hard work. Here at OSG, people trust in your ability to deliver and this inspires me to push myself to the limits."*

**Daniel Thong;** OSG Managing Director (HT'14)  
KPMG Consulting Consultant Class 2015



*"OSG was a rewarding experience. I really learnt and found out what being on a project was like. The practice case sessions were extremely useful and I would recommend OSG to anyone interested in consultancy."*

**Philip Jin;** OSG Consultant (TT'13 & MT'13)  
OC&C Summer AC Class of 2014 (London)



*"I really enjoyed collaborating with my team and being able to speak directly with the client. The organization was able to provide a real hands-on experience in consulting. OSG has a great community culture, and even after leaving Oxford I have been able to remain in touch with multiple OSG members."*

**Kinsey Hart;** OSG Consultant (MT'13)  
Deloitte Consulting Consultant Class of 2014 (San Francisco)



*"OSG was a terrific experience for learning how to solve complex problems by focusing a team's talents on critical, time-sensitive issues. Creating a presentation for clients makes OSG consultants think in a structured, creative manner necessary for most high level business decisions."*

**Elan Bernstein;** OSG Consultant (HT'14)  
Rothschild Investment Banking Summer Analyst 2014

## Social Sector Projects

OSG has continued to expand on its social sector projects, undertaking client engagements with social enterprises like “Mobile Metrix” & “Eden Project” in the recent Trinity Term of 2014 and we look forward to continue such projects in the future.

eden project



## Expanding on wider impact

Beyond traditional social sector consulting, many of our client projects involves aspects relating to social impact and this is a key trend that we continue to observe across many of our projects. A good case in point will be our development project in Myanmar (see right).

## Growing long-term vision

As we grow forward, OSG looks to continue to develop our social impact strategy especially looking at how we can reinvest some of our client project donations into various development projects for the social sector.

## Project Profile: Developing Higher Education Strategy for Myanmar

*Myanmar has been undergoing rapid political, economic and social transformation over the past few decades. Going forward, the growth of the University of Yangon can be seen as a pivotal step forward in the development of Myanmar given the recent political and economic changes. For this project, OSG worked in collaboration with the International Strategy Office of Oxford University to help develop an integrated Higher Education Strategy for the University of Yangon.*

*The project culminated in a set of core insights and these were both presented to Oxford University academics & staff involved in development work in Myanmar as well as through actual workshops with delegates from the University of Yangon. The key project's findings are also published in our inaugural thought leadership publication “OSG Thought: Knowledge Insights”.*



OSG Team:  
(from left)  
Alexander Chan,  
Daniel Thong,  
Sophia Moradian,  
Chen Zhujie





## ***Drive. Development. Results.***

At the heart of it, it's our love for business that drives our development of talent. We are always in pursuit of results of the highest excellence for our clients.



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or contact us at [info@oxfordstrategygroup.com](mailto:info@oxfordstrategygroup.com)