



Connect to Success Consultant Profile

University Logo:



Name of University: PORTO BUSINESS SCHOOL

Names of students in consulting group PBS-3:

Madalena Ribeiro
César Lima

Q: What does your group hope to gain through the participation as consultants in the Connect to Success MBA/Masters Consulting Program?

We hope to contribute to the business success of the Woman Owner Business, by creating new knowledge and implementing procedures that will translate into an improved efficiency on the company's internal processes.

Furthermore, we expect to diversify some professional experience, in a different sector of activity, exercise and develop teamwork skills, as well as to develop our network, meeting the professionals and institutions linked with this project.

Q: What do you hope the woman-owned business selected by your group to participate in the program will achieve at the conclusion of the semester?

In face of the proposed challenge in the financial area, in particular the high financial costs incurred by the company, we hope that the Woman Owner Business gets a deeper understanding of all financial expenses involved in the business and its drivers and how to manage these expenses. The WOB should be able to analyze the market regularly and take integrated and effective decisions. We hope we raise awareness to the importance of efficient cash flow management, minimizing working capital needs and thereby reducing financial expenses. In order to do so, we hope to achieve operational improvements regarding inventory, customer and supply management.