

## **Chair of Accounting and Auditing**

### ***Fieldproject „Developing the business segment „real estate“***

**Partner: Volksbank Leipzig**

**Term: Winter 2011**

From January to March 2011 the Chair of Accounting and Auditing conducted a field project with Volksbank Leipzig aiming to develop a concept for the business area “real estate”. For the company it was of particular interest to receive advice from persons out of the banking sector, in order to obtain an objective and unaltered analysis of the current situation and a concept for a potential reorganization.

The analysis and concept worked out by students of MSc 5 were presented to the company management in a mid-term presentation and a final presentation that was held at the end of March. During the whole project several meetings between the project team, the client as well as the supervising chair took place. An emphasis was put on the three following topics:

- Study of the current market situation and the Volksbank’s competitors
- Detailed analysis of the status quo of the business area using a customer and employee survey
- Design of new concept for market penetration

Based on the detailed analysis the team of four students suggested a concept focused on customer proximity and consulting services which are relevant to and demanded by the customer. Additionally, a marketing and sales campaign was developed to market the new approach in Leipzig.