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Consultancy project

By Jakub Čech & Andrej Šišolák

Our Agenda

Consultancy Project Introduction

- 5 min — 01 Lectors Introduction
- 5 min — 02 Participants expectations
- 5 min — 03 Course targets & content
- 10 min — 04 Business strategy definition

Consultancy project

Who We Are?

By Jakub Čech & Andrej Šišolák

Lectors Introduction

Consultancy project Introduction | Who we are ?



Jakub Čech

Sika CZ

Personal Info

- 44 years old. Born and raised in Brno, Czech Republic.
- Master degree of Business management Masaryk University @ Brno
- Married with 2 kids
- Like sports, travel, friends

Professional Info

- 2001 – 2002: New cars sales representative, Automedia Brno
- 2002 – 2004: Marketing and sales, ARP, Brno
- 2004 – 2010: Construction sales representative, DEK, Brno
- 2010 – 2013: Roofing sales representative in Sika CZ
- 2013 – 2016: Business unit manager in Sika CZ
- 2016 – 2024: Head of distribution, Target market manager roofing in Sika CZ
- 2024 – now: Head of BU Commercial & Industrial construction

Supervisors Introduction

Consultancy project Introduction | Who we are?



Leyla Shahvaladova



Kushagra Bhatnagar



Jesus Aleman



Safa Rovshan Fekr

Sika Profile

Consultancy project Introduction | [Who We Are ?](#)

Our Business

Sika AG is a specialty chemicals company with leading position in the development and production of systems and products for bonding, sealing, damping, reinforcing, and protecting in building sector and motor vehicle industry

Sika AG

Founded in 1910 by Kaspar Winkler, thanks to invention of waterproofing mortar used in Gotthard tunnel construction in Switzerland

Company is based in Baar, Switzerland with subsidiaries in 101 countries around the world and manufactures in over the 300 factories

Its more than 27,000 employees generated annual sales of CHF 12.3 billion in 2021

Sika CZ

Company was re-established in 1993 with headquarters in Brno

It operates 11 production facilities for dry mortars, bitumen membranes, concrete admixtures, EPS polystyrene and limestone processing all over the CZ

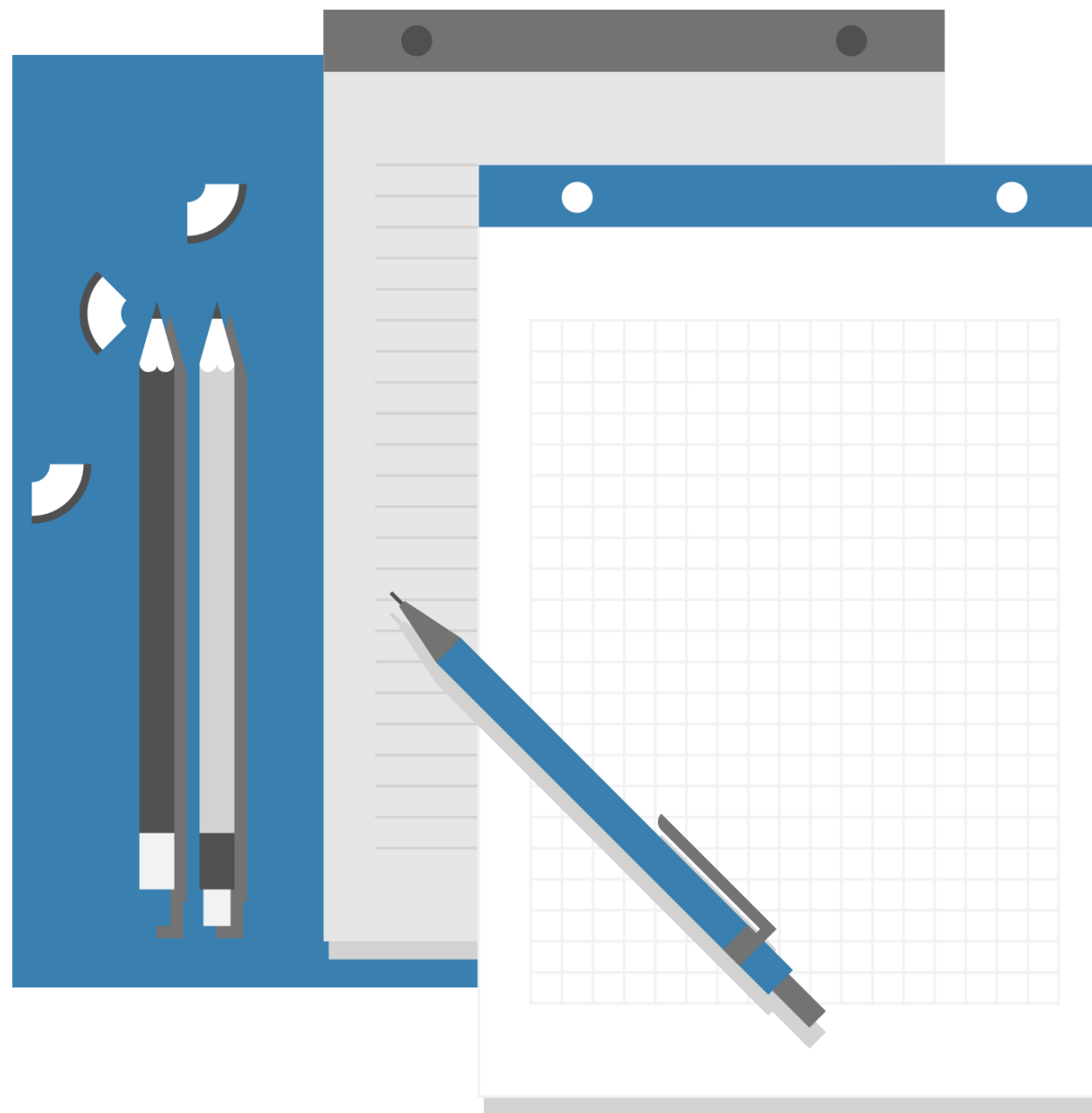
Its 430 employees generated annual sales of CHF 102,1 million in 2023

Sika CZ has leadership market position in roofing, refurbishment, flooring and sealing & bonding in transportation markets

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Your Expectations

By Jakub Čech & Andrej Šišolák



Your Expectations

Consultancy project Introduction



Introduce yourself

Who are you and where are you come from



Professional future

What is your dream job, once you will achieve your master degree?



Course expectation

What kind of knowledge or experience are you expecting to obtain during this course?

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Course Content



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Course Deliverables

Consultancy project Introduction | [Course Content](#)

01

Understanding of all necessary steps in the process of business strategy preparation.

02

Real experience with strategy preparation, thanks to the team project assignment

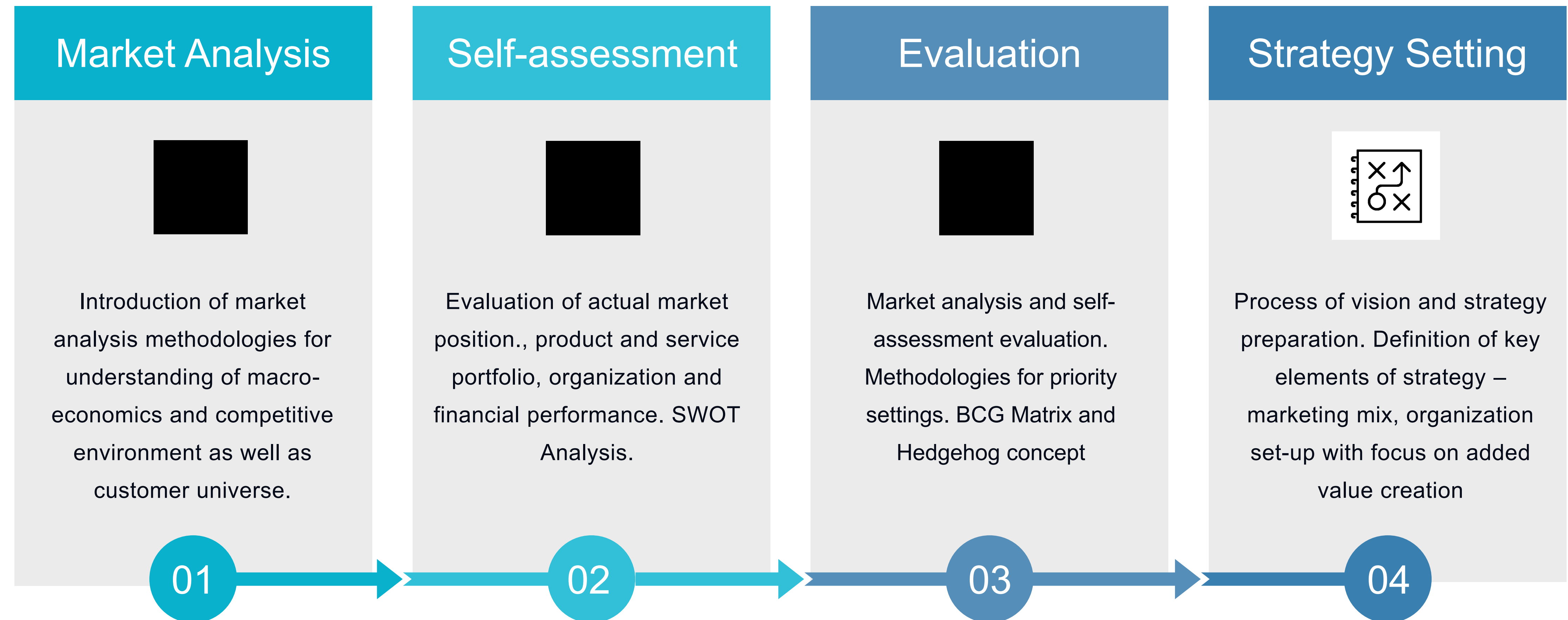
03

Improve your teamwork collaboration capabilities and presentation skills



Course Content

Consultancy project Introduction | Course Content



Course Timeline

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Definition

Sep 25th – Oct 4th

Lecture | Sep 25th @ 18:00
Seminar
Sep 30th @ 18:00

Self Assessment

Oct 21st – Nov 8th

Lecture | Oct 23th @ 18:00
Seminar
Oct 29th @ 18:00

Strategy Creation

Nov 25th – Dec 13th

Lecture | Nov 27th @ 18:00
Seminar
Dec 2nd @ 18:00
Dec 9th @ 18:00



Team Project Assignment

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Team Creation

Participant should create teams with 4 (or 5) members which will work together on the project assignment

Delivery

Present the final strategy to the lecturers and be ready to answer the questions



Plan

Choose a company, for which you will prepare the strategy for. Can be existing business or your own start-up

Produce

Perform all the steps of strategy preparation process for the selected company or business

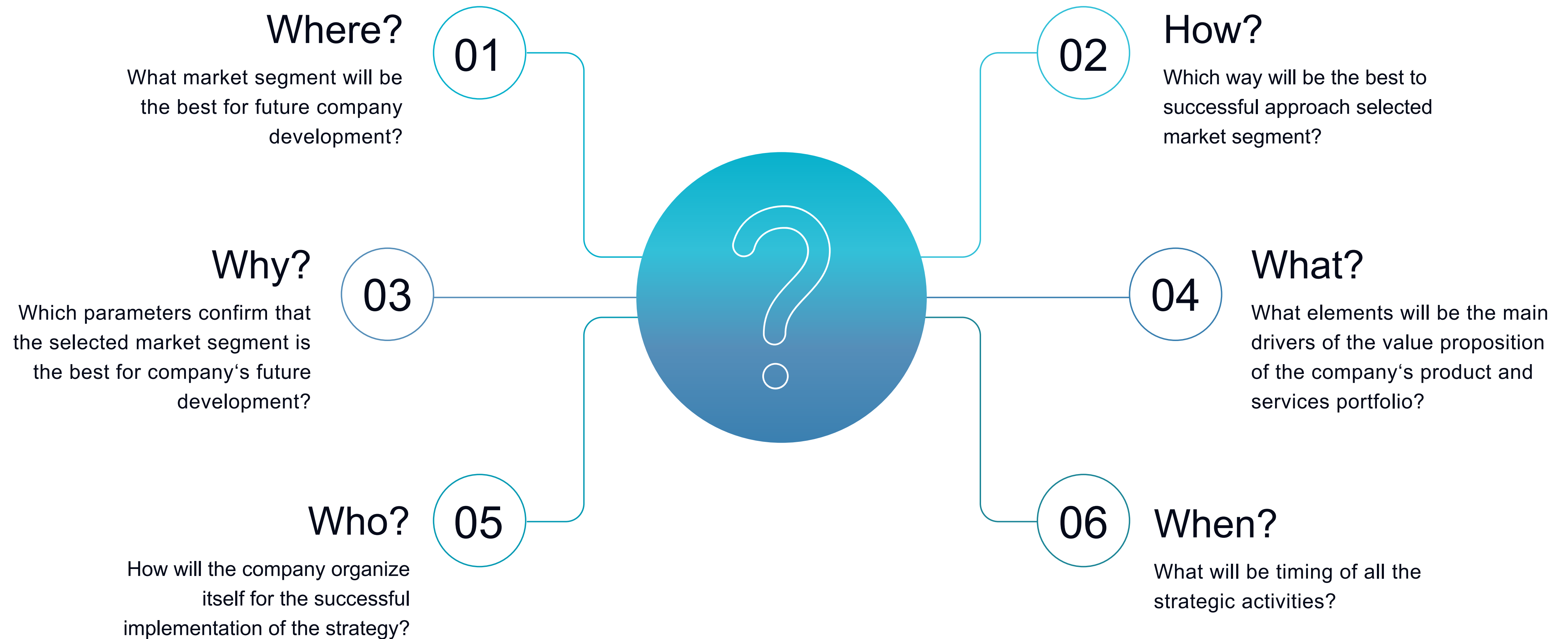
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Strategy Definition

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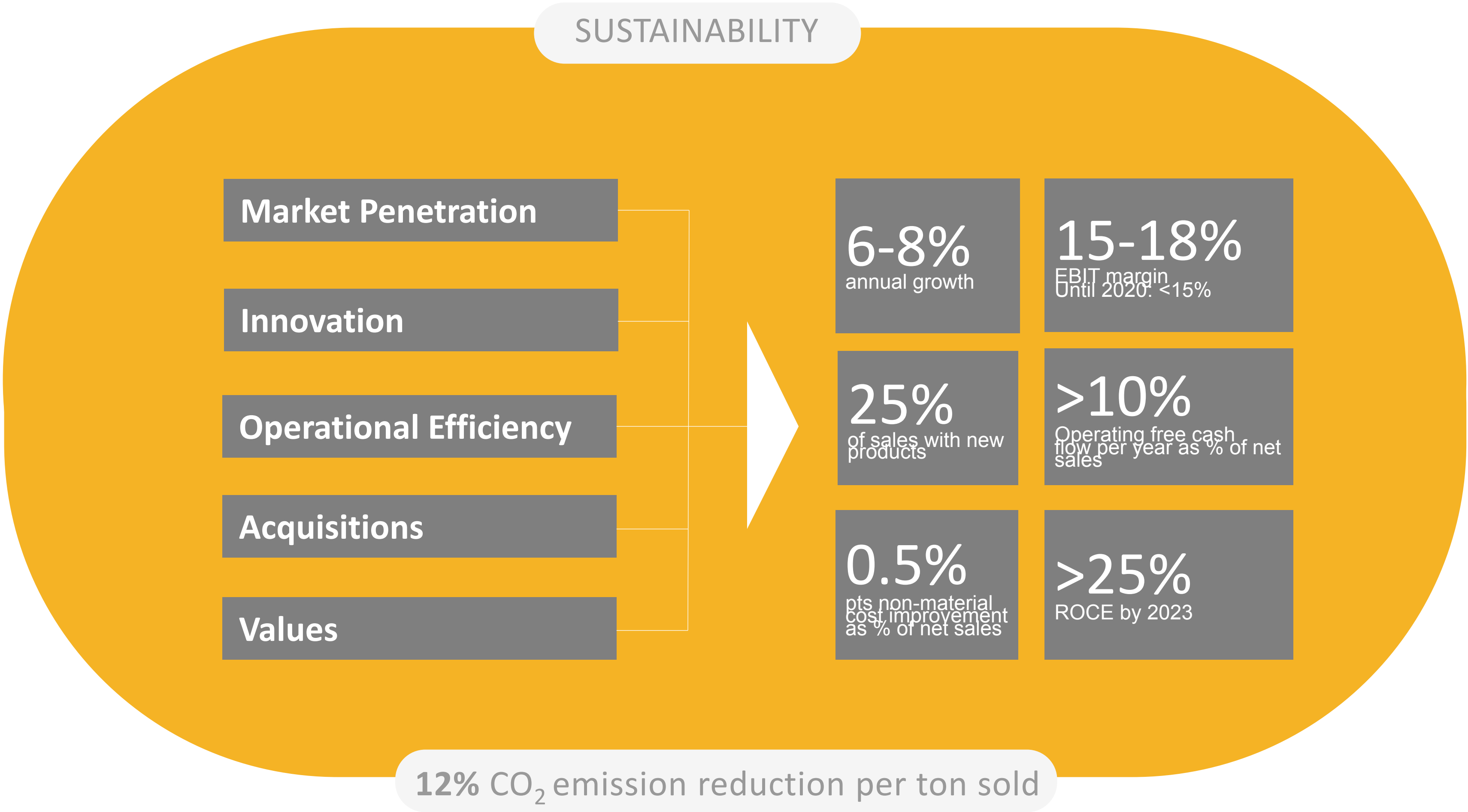
Strategy Content

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Strategy Content

Consultancy project Introduction | Strategy definition





Thank You
For Your Watching



Jakub & Andrej