# Summer Research 2019/20

## External Organisation Project

### Abstract

### PROJECT SUBMISSION DETAILS:

<table>
<thead>
<tr>
<th>External Organisation Name:</th>
<th>Zespri</th>
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<tbody>
<tr>
<td>Supervisor/s:</td>
<td>Juliet Ansell (Zespri) and Tim Coltman (UoW)</td>
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<td>Field:</td>
<td>Innovation management</td>
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<td>Project Title:</td>
<td>Take Zespri Forward Case Study</td>
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<td>Project Aim:</td>
<td>Prepare a case study that describes the Zespri innovation journey and future challenges</td>
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<td>Project Location:</td>
<td>Tauranga</td>
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<td>Outputs/Use of Data:</td>
<td>UoW may use any data collected for teaching, publication etc.</td>
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### EXPECTED OUTCOMES:

1. Written business case study
2. Tables, Figures, Images.

### STUDENT TASKS:

1. Interview Zespri staff to identify current challenges
2. Review literature
3. Review Zespri reports
4. Develop material for case study
5. Write up case study

### REQUIRED SKILLS:

1. High level written and verbal communication skills
2. Self-motivated and proactive
3. Ability to work with internal and external stakeholders
4. Ability to work independently
5. Passion for innovation and entrepreneurship
Zespri is a global market leader with Kiwifruit sales exceeding $3bn in 2018/19. The strategic challenge facing Zespri is to continue to transform a commodity into a premium product. Innovation is a key enabler of this strategy and this project will develop a case study that describes the current portfolio of innovation initiatives within Zespri (e.g. Design thinking, Rapid learning cycles, Agile development, The Distillery work etc.).

Key questions the case study will pose are:

(1) How to make innovation within Zespri a global initiative; and

(2) What alternative innovation initiatives will enable Zespri to pursue an innovation agenda?