Rutgers Consulting – Small Business Initiative (SBI)

Service Offerings and Structure

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Managing Director: g.nathan287@gmail.com
Agenda

- Part 1 – Rutgers Consulting Mission, Creating Value
- Part 2 – SBI: Services and Structure
- Part 3 – Client: Benefits
- Part 4 – Consultants: Benefits
- Part 5 – Thought Leadership
- Part 6 – SBI: Past Projects, Project Pipeline & Timeline
- Part 7 – Summary: Contact Info
SBI - Mission Statement

To help develop students into young professionals by providing opportunities and resources to enhance their consulting relevant skills
SBI - Creating Value

- Client needs a project completed
- Rutgers Consulting offers many training and educational events
- Students seek out professional experience

SBI
Part 2

# SBI: Service Capabilities

<table>
<thead>
<tr>
<th>Marketing</th>
<th>Strategy</th>
<th>Operations</th>
<th>Market Research</th>
<th>Digital &amp; Technology</th>
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<tbody>
<tr>
<td>Developing Marketing and Branding Strategies and Materials</td>
<td>Cost Management and Pricing Optimization</td>
<td>Logistics and Procurement Strategy and Optimization</td>
<td>Data gathering through surveys, interviews, or desk research</td>
<td>Digital and Tech systems support</td>
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<td>Digital and Direct Marketing Implementation</td>
<td>Risk Assessment and Mitigation</td>
<td>Supply Chain Optimization</td>
<td>Data Compilation and Analysis</td>
<td>Research on Current Technology Trends</td>
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<td>Customer Insights and Segmentation, Customer Experience</td>
<td>Performance Improvement</td>
<td>Internal Procedure Improvements</td>
<td>Competitor and Capabilities Analysis</td>
<td>Find and Research Relevant Business Applications</td>
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*Students majors and experiences are diverse and thus services go beyond this table.*
SBI: Program Structure

Managing Director: Will be the main point of contact for clients. Oversees all client relations, and will ensure teams deliver on agreed Statement of Work.

Senior Project Manager: Oversees all project managers and reports to MD. Ensures project managers are using the correct tools and practices for their business cases.

Project Manager: Second point of contact for client, will work closely with client and team to ensure value is delivered according to schedule.

Consultants: Main contributors to the project. Wide array of experiences and knowledge. Report directly to PM and adhere to schedule.

Note: Members are asked to contribute minimum 5 hours a week to their projects.
Client Benefits – Value at No Cost

Participating in this program is a great opportunity to:

• Develop a closer relationship with Rutgers Consulting and Rutgers University as a whole
• Develop relationships with motivated Rutgers students
• See a different perspective on your business and operations that only a college student can offer
• Utilize indirect access to PwC management consulting
• Advance a project with zero risk as this program is no cost, and completely confidential yet allows our members to gain valuable experience
• Access the knowledge, resources, and insights of many professors and advisors
• Access to our Thought Leadership program
Our Consultants Benefits - Growth and Development

Student Consultants will have the benefits of:

• **Program Advisors:** Dan Birtwell, PwC Management Consultant – RU Alumnus & currently works with M&A projects and other esteemed professors and advisors
• Exposure and training in proven consulting methodologies i.e. *Hypothesis-Based Problem Solving framework (HBPS) and Cost Benefit Analysis*
• Access to all Rutgers Consulting recruitment events
• SBI workshops, events, and exercises that develop consulting relevant skills
• An opportunity to pursue their own interests and passions within these projects
• Contributing to the local New Brunswick community
• A **real client engagement** experience
## SBI: Projects and Past Clients

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<th>Retail</th>
<th>Dining</th>
<th>Non-Profit</th>
<th>Nightlife</th>
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<td>Strategy</td>
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<td>Hidden Grounds, La Cantina</td>
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<td>Operations &amp;</td>
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<td>Logistics</td>
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<td>Hidden Grounds</td>
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<td>Marketing</td>
<td>Simuel’s Closet</td>
<td>Hidden Grounds/ Bella’s Burger Shack</td>
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<td>Digital &amp; Tech</td>
<td>Simuel’s Closet</td>
<td>Key Food</td>
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*Notes* Had two projects with Hidden Grounds
SBI: Clientele Goals

Traditionally, we have worked with smaller businesses such as local quick service restaurants. For the Fall and Spring semesters of 2017, we are seeking to expand our clientele to larger businesses to provide a different experience to our members.

Since we have enough teams to typically work with 3-4 clients at once, we will still continue to serve both small and larger businesses per semester.
Part 6

SBI: Timeline

Our 11-week accelerated program is organized as follows:

- **Start** – October 2nd
- **Week 1** – Meet with client and team, identify scope of project
- **Weeks 2 - 4** – Build hypotheses, gather data, benchmark analyses
- **Week 5** – *Midway Touchpoint* (November 3rd, Meeting)
- **Weeks 6 - 9** – Revise/Rework or add additional findings and assumptions as necessary
- **Week 10** – Prepare and polish proposal
- **Week 11** – Present final solutions to client (week ending December 15th)
Common Questions and Answers

How often will the client meet with their team? This is fully dependent on the project scope and depth and what the client and project managers agree upon.

Is there any statement of work? Yes, all clients will be provided a statement of working detailing what is to be expected from both client and the consulting teams.

Is my information kept confidential? Absolutely! Any and all information you share is confidential and will never leave the SBI program. All files and presentations on a client are stored in locations only the respective teams and executive board members can access. Additionally, both parties will sign a contract that clearly states a requirement for confidentiality. Rutgers Consulting will be open to signing any other documents of confidentiality required to engage with a client.

Is there a limit to how many times clients can work with Rutgers Consulting? No, our program is 11 weeks every semester, for 2 semesters. If both parties agree, clients can be repeat clients. We have had repeat clients before.
Summary

- SBI: Range of Services Offered
- SBI: Program Structure
- Clients: Benefits
- Consultants: Benefits
- SBI: Past Projects
- SBI: Clientele Goals
- SBI: Timeline
- Common Questions and Answers
What to Expect from SBI?

- Members should expect to **strengthen** the following skills: Collaboration, Communication, Creativity, Intellectual Energy, Critical Thinking, Economic Thinking

- Through the following means: Face-to-face client interactions, team meetings, deep technical research, developing hypothesis, testing hypothesis, gathering data through primary or secondary means, creating and presenting solutions and proposals

- This is an opportunity to develop yourself professionally, and hold yourself accountable for work outside of the classroom

- Support from Managing Director, Senior Project Manager, Project Managers. Team-members
Our Expectations

Members will:
- Complete assignments given by Project Manager or Senior Project Manager
- Communicate openly and consistently with their team-members
- Adhere to a 5 hour a week minimum work commitment
- Be respectful and open-minded with clients and all Rutgers Consulting members
- Be ambitious, intellectually curious, and possess a willingness to learn
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(eboard@ruconsulting.org)

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