

### ***What service are you going to provide?***

Many important services will be provided by our organization. Services will be provided not only to the individuals in foreign countries, but also to those participating in the organization.

The most important service that will be provided by our new organization is giving help and hope to struggling small business owners in third world countries. Many of these business owners have great ideas and plenty of energy, but lack the technical and business skills to transform their ideas into viable businesses. Our role would be to provide consulting in areas ranging from financial statement analysis to information systems. Not only would we help in the start-up stage, but we would also teach the skills necessary for these businesses to thrive long after we leave. With the wide range skills and capabilities found within the Marriott School, we have a talent pool broad enough to provide the right consulting expertise for almost any small business.

Besides providing consulting services to struggling small business, our organization would provide a great learning opportunity for students and professors at the Marriott School. Students would get the chance to hone their skills in a real life situation before actually going into their jobs. This increased international exposure would also provide valuable insight in an increasingly global business environment. Professors, who would serve as advisors for the student consultants, would also benefit from the organization. They would be able to sharpen their teaching skills, and improve relationships with students who may or may not be returning for one more year of school.

### ***Who is the target customer?***

This organization consists of two types of customers. The first type of customer consists of graduate students from various business majors; such as MAcc, MBA, MISM, MOB, or MPA students. At the start we would like to limit the students to Brigham Young University students, but in the long run we hope to have student participation from University's throughout the nation. The second type of customer consists of startup companies and small companies from poor or developing countries. We believe that it is important to start by focusing on one country. That country will depend on our customers. For example, if we find business graduate students who have an interest in a specific country and who happen to speak a specific language and also find a small business who needs help in that area of business and needs individuals to teach in their language, then we have a good match and can begin focusing on meeting both customers needs.

### ***Where is the service being done?***

The micro-consulting program requires that students provide the service; therefore, the initial service will be provided on Brigham Young University campus among the student body and will include recruiting and training of each individual.

We see the benefit of this type of program to mainly be focused on small businesses in relatively poor countries. A number of factors may play a role in deciding which countries we choose. Many students on BYU campus have served missions and have international experience, including the ability to speak a second language. A large majority of students have served in Spanish and Portuguese speaking countries and are familiar with the culture. We see South America and Central America as primary targets for providing this business consulting, as they are generally known to be underdeveloped and somewhat lacking in business expertise.

We do not limit the scope of this project to the aforementioned countries, though, because this service could be beneficial to any of the underdeveloped nations in the world.

### ***Who will you partner with to complete this project?***

To fund this project we are planning to establish a long relationship with some large US corporations. We expect these corporations to help interns pay their trip expenses and a small salary that would allow interns to pay for their basic needs in the International countries. In addition, we expect to work with faculty in the Marriott School of Management. Professors will serve as mentors in developing the Micro-Consulting organization. Furthermore, we expect faculty to be able to help interns regarding any questions they may have in developing the programs used to help their organizations. We are also confident that we can partner with the international companies to provide interns with housing and other basic expenses if their economic situation allows them.

### ***Financing the project***

Finding funding for the project will be one of the most difficult tasks in order to make the micro-consulting project work. There are a few ways with which we can approach possible funding.

The first step would be to solicit the current contributors of the Marriott School. These contributors could be either individuals or corporate organizations. The relationship the school already has with these organizations will help in the initial process of soliciting donations. Relying on donations can work for the initial start-up phase of the project, but if the project were to grow and be successful we would have to shift to another form of financing.

Once the program begins to be successful, it will need to be self-financing and have the ability to perpetuate itself. One method of self-financing would be to form a payback

arrangement with clients whom we have consulted. Only clients that have been successful after the consulting work will be petitioned. We could set up a form of repayment that requires a percentage of the increase in revenues to be paid back to the micro-consulting organization.

## Expenses

This organization will be a rather expensive to operate. One of the largest expenses will be that of travel for the students to and from the consulting project. If we have our target clients as companies in small and developing markets, airfare could become quite expensive to these locations. Other expenses that will be required are the following:

- Lodging
- Food
- Office Supplies
- Internet access
- Computers

Students can stay with host families from the LDS wards and stakes in the surrounding areas. A minimal fee can be paid to the host families for providing this service. The families can also be paid to provide meals for the students. Office supplies will be a smaller expense along with Internet access. Another major requirement will be a laptop computer for each consulting team. This computer will be used to correspond with faculty at BYU among other things. We can approach large computer manufacturers to make some sort of arrangement to lease the computers on a short-term basis each summer.

The most difficult task for this project would be to find the available financing. There should be a definite supply of students willing to take off a spring or summer term to have this

opportunity. If the project can go beyond the initial year and begin to perpetuate itself, Micro-consulting has the potential to become a long and lasting project.

#### Budget for one student

##### **six week intern**

Airfare	800 - 1200	Round-trip
Lodging	50	week
Food	15	week
Office supplies	35	
Internet access	20	
Laptop	1500	1 laptop per two students
Total per student	Min = \$1,645	Max = \$2,045

#### ***What skills will you learn/develop while doing this activity?***

This project provides the participant with excellent experience in many aspects of business. The first example of skills learned from this activity is the International exposure it provides. The participant will be working with business associates from around the world. Networking skills are another area of development provided. Thirdly, a general experience in business operations and a better understanding of the time it takes to organize a company will be available skills to learn. This will impress the recruiters who read the resume of the intern. Even after this program is established, it will provide a broader, more in-depth experience than could be found in a big US corporation due to the intimate participation an intern will experience in helping this service to succeed. All the aspects of the company would be available to learn about instead of learning only a small part of a large process performed in a large corporation.