



Pro bono management consulting opportunity for your organization

Management Consulting Course

Dear Sir or Madam,

The Management Department at Virginia Tech offers a course in Management Consulting for our majors. Usually taken their last semester, these students are well qualified, highly engaged and eager to apply their broad business and entrepreneurial knowledge to real world organizational challenges and business improvement opportunities.

While the Management Consulting course is part of the academic curriculum, the students strive to add tangible value to the organization they support. Based on a clear briefing and performance agreement with the client organization, a team of 4-5 students will work on a semester-long consulting project for a real client.

We would like to offer this unique consulting opportunity and the following benefits to your organization:

- Opportunity for your organization to create additional value with the support of the student consulting team.
- Significant resources will be made available to you. Typically, each team will invest 25 hours of work per week for your project.
- **No costs** for your organization.
- Committed team of senior students who will focus on your specific needs and improvement opportunities for your business.
- Experienced professor will guide and coach the student team to success.

In order to assure a value-adding consulting assignment there are some drivers for mutual success:

- An appropriate project selection is key to success. Not all proposed projects are a good fit, as they must be large enough to encompass a whole semester of work.
- A good starting point for a project would be to consider your business “pain points” and business issues that keep you up at night. Typical consulting projects are business plans for starting or growing a business, market analysis and strategy development, specific business improvement opportunities, a business audit

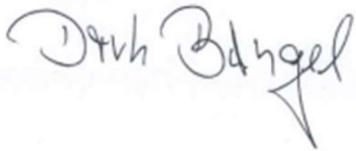
analyzing which business functions is performing well and where improvements should be made etc.

- While there are no costs for you, the consulting project requires a dedicated point of contact for the consulting team and your time commitment for a kick-off meeting, regular review meetings and a final presentation of project results. It has shown that a dedicated interface in the client's organization drives best alignment and results.

We believe that this management consulting opportunity can create a lot of value – both for you and our students. If you are interested in using the resources of the Pamplin College of Business Management Consulting Team, we would love to hear from you and explore how we can add value to your business while providing real life development opportunities for our students.

We are looking forward to your mail or call to discuss your project suggestions and providing more background information about the consulting opportunity.

Best regards,

A handwritten signature in black ink that reads "Dirk Buengel". The signature is written in a cursive style with a large, stylized 'D' and 'B'.

Dirk Buengel
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