



Small Business Consulting Practice Cohort-4 Report

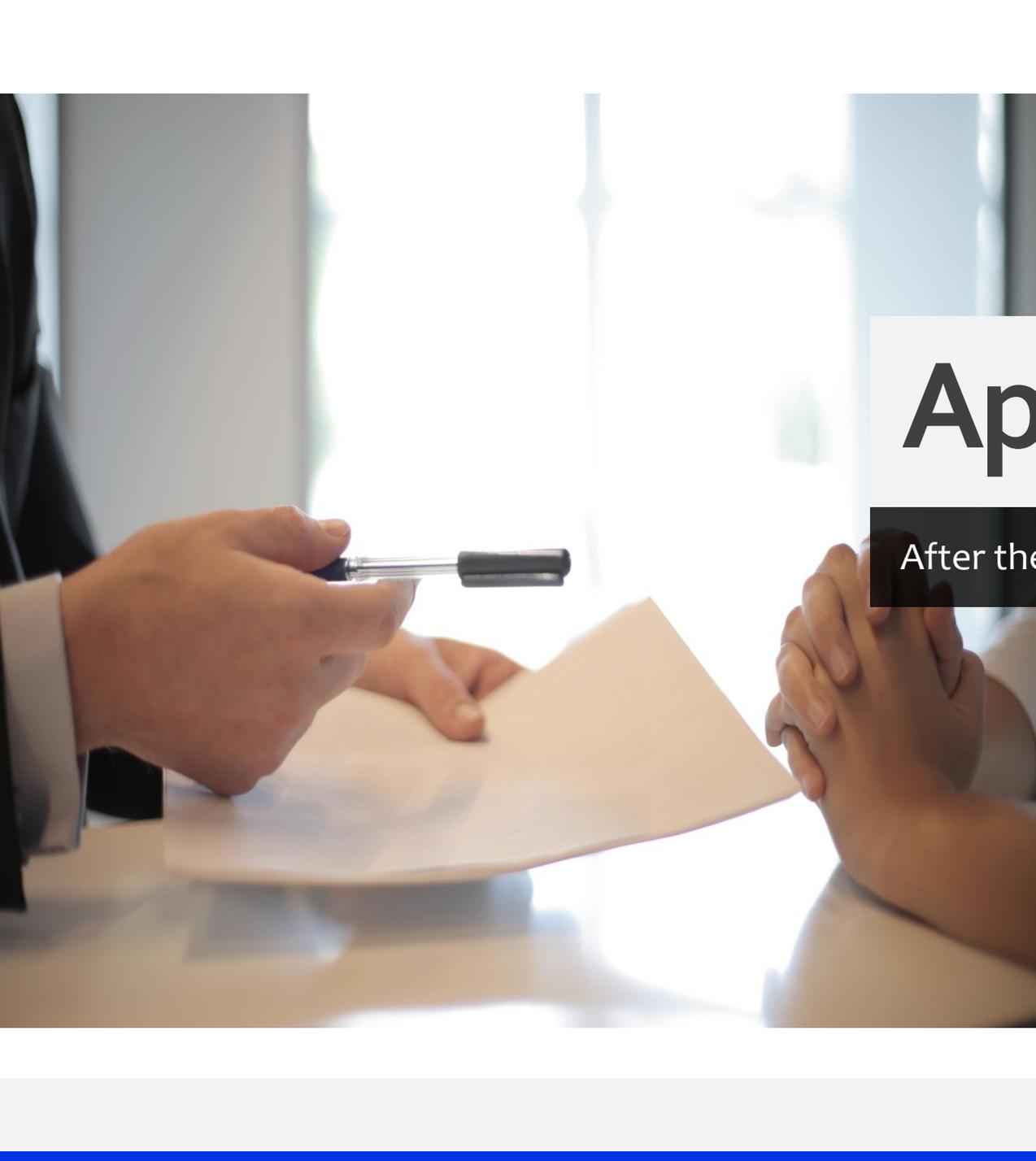
Prepared by Christian & Krishel



Open House

Over 50+ Lehman College business students showed up!

- On November 6th the Small Business Consulting Practice held an Open House event.
- The event was open to all Lehman College Business and Economic students.
- A panel comprised of previous cohort members and previous clients answered all questions for students.
- The program objectives, schedules and application process were explained to the students.



Application Process

After the Open House we received over 30 Applications

In order to be selected for the program students had to do three things:

- Students had to complete and submit an application **on time**
- Students were then asked how would the program assist them in their life goals and how would they assist the program.
- Lastly students completed a series of interviews

The Curriculum

After being selected for the program, the Interns were then taught the subjects that are key to consulting to small businesses

PowerPoint Presentation

- Students learned how to prepare Business Presentations using PowerPoint
- Students learned the importance of pitch decks and presenting their ideas to potential clients.

Soft Skills

- Students learned the importance of Communication and Networking.
- Students also learned how to read and understand body language.

Web Design

- Students learned how to design and develop websites using software like: SquareSpace, Wix, and Shopify.
- Students learned how to improve a businesses online presence

Social Media Marketing

- Students learned how to create content and the importance of scheduling posts.
- Students were taught how to identify target markets, identify the platforms they use, and curate content that would lead to an increase in customer engagement

Financial Projections & Businesses Planning

- Students learned how to develop strategies for the businesses using the “Business Model Canvas”

Hands-on Training

Pictured: Left, Kathy Kelly, Media Coach,
Right, Marlon Cartagena, Junior Consultant



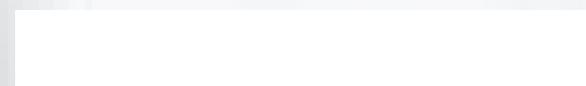
Students were given real business problems to tackle as examples during training workshops.



Pictured: *from left to right*, Business Owner Harriet J, Junior Consultants Melanie Beltran, Salim Bamrani, Mariely Matilde, and Melissa Gutierrez,



Now The Real
Work Begins



Due to COVID-19
we were unable to
host our in-person
Meet The Interns
Event.



MEET THE INTERNS

FIND OUT HOW TO GET A INTERN
WHO WILL ASSIST YOU, AT NO COST.



Assist with Loan Packaging & Financial Projection

We can help you organize
your financials so you can
improve your business and
tackle new opportunities



Improve Online Presence

We help in developing and
growing your business's
online presence



Social Media

We can assist you in
building a Social Media
following and grow your
business's outreach.

We support your business

You give us experience!

MARCH 25TH 6:00pm - 8:00pm

**CUNY on the Concourse, The Bronx Tech Incubator
2501 Grand Concourse, Bronx NY 10453**

RSVP at [MeetTheInterns.Eventbrite.com](https://www.Eventbrite.com)



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But we were able to host it via Zoom.



Meet The Interns Agenda

Tuesday, April 14th 3:00-6:30PM

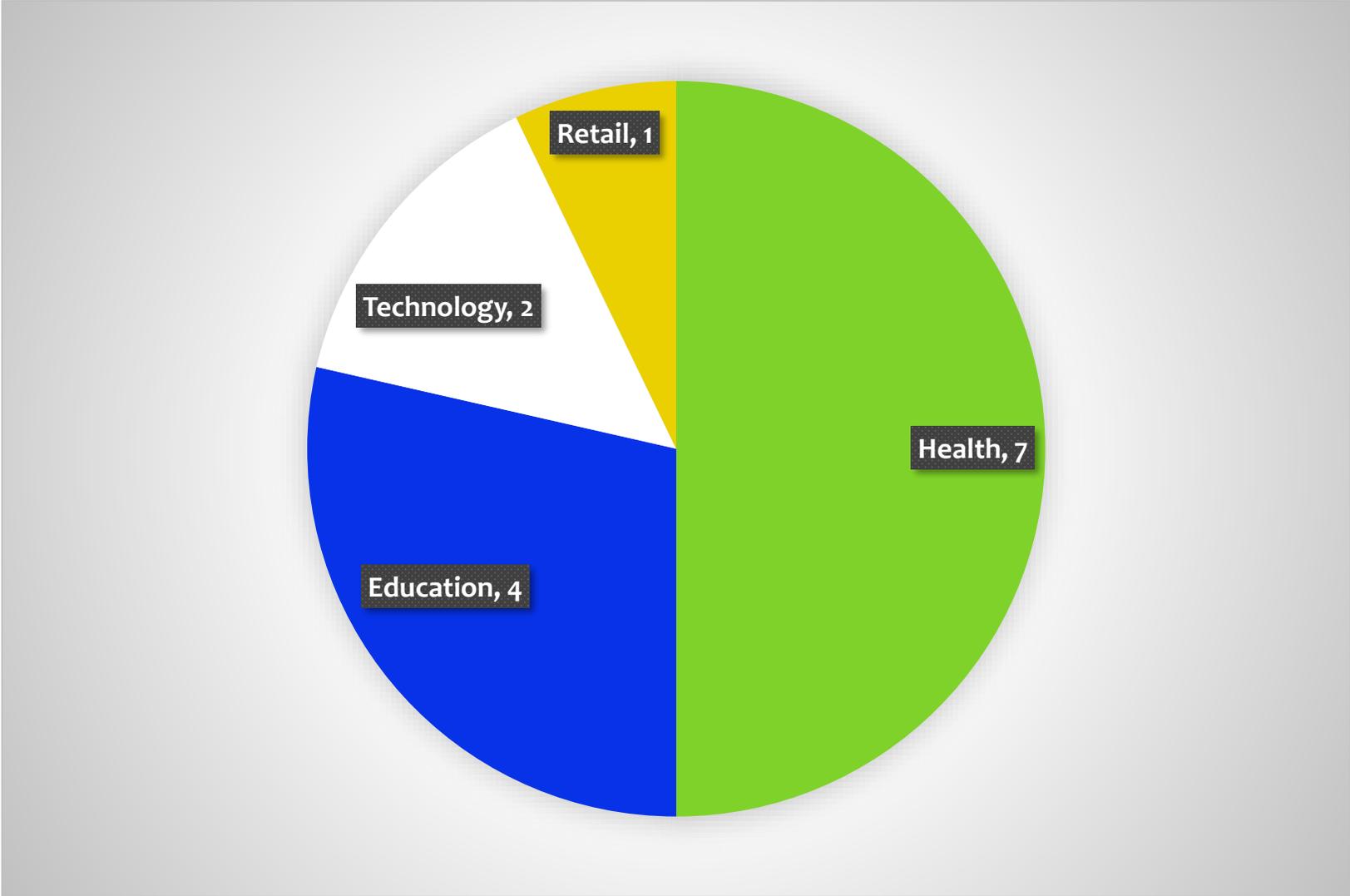
3:00 PM	Introductions & Coordinators
3:20 PM	Cohort & Student Introductions
3:45 PM	Breakout Session 1
4:20 PM	Breakout Session 2
4:55 PM	Breakout Session 3
5:30 PM	Breakout Session 4
6:05 PM	Recap & Goodbyes & Coordinators

Many Businesses came to the Virtual Event

Let`s look at some of the businesses the Interns helped this Cohort



All the principle Bronx businesses were represented.

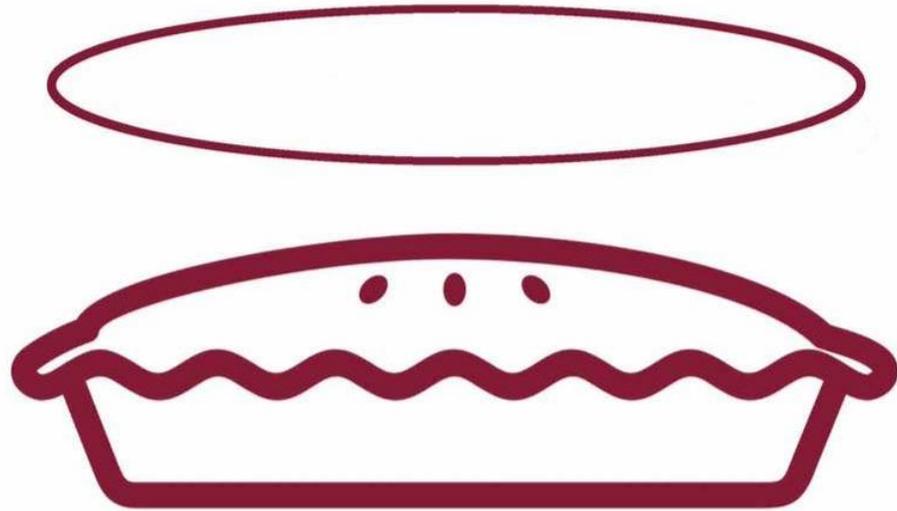


SBCP Fast Facts

- This Cohort helped 14 Businesses.
- Seven businesses in the Health Sector, four in Education, two in Technology and one in Retail.
- This Cohort comprised 13 Students, most of them in their junior or senior year of college.



Example 1: Sweet Carolina Pie



Sweet Carolina Pie

— Traditional Southern Desserts —

Pictured above:
Logo created by Interns

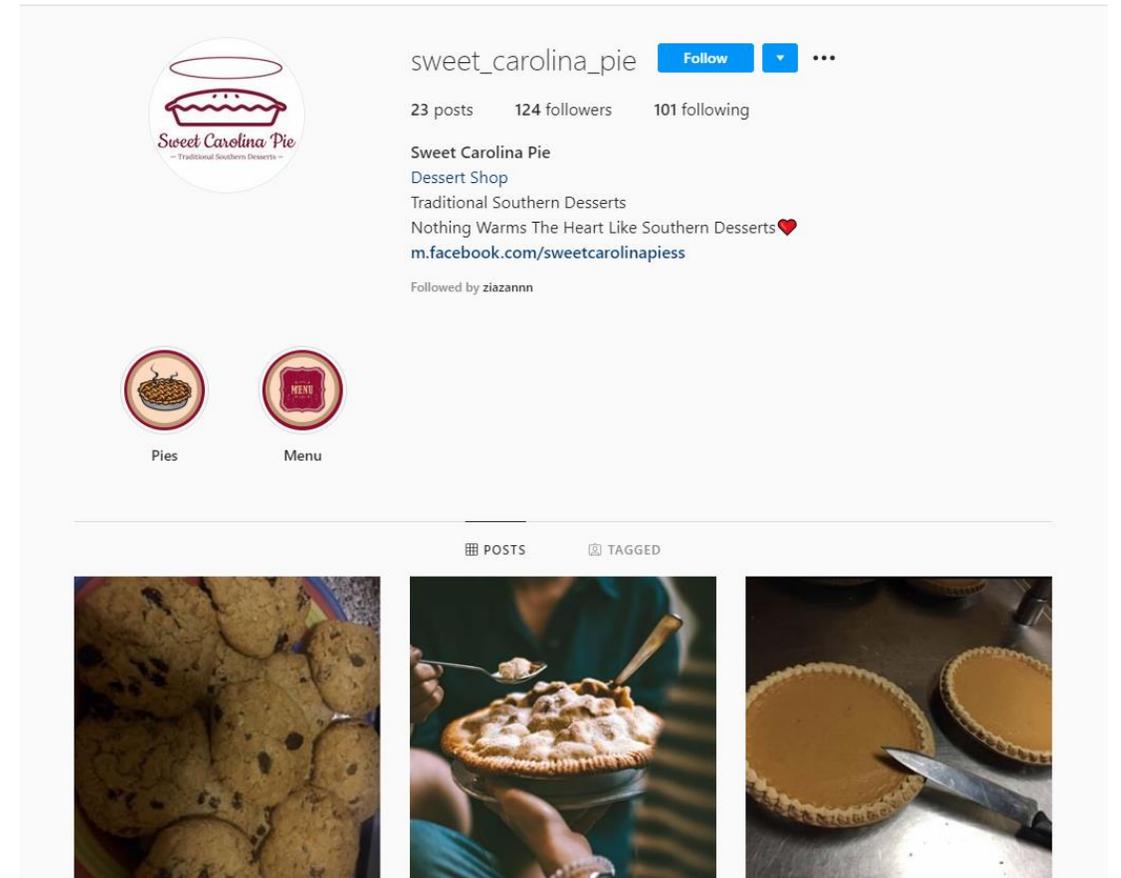
- CEO: Deborah Smalls
- About: A Bakery inspired by Southern style deserts.
Deborah was inspired by her grandmother`s cooking.
She wants people to feel good and happy whenever they eat her pastries.
- Needs: Social Media Marketing and Online Presence including websites, social media and search engine optimization.

Student Work for Sweet Carolina Pies

Students create a website for Deborah using SquareSpace



Students create an Instagram account for Deborah



Example 2: Steel Tribe Muscle Gear Apparel

STEELTRIBE
M U S C L E G E A R A P P A R E L

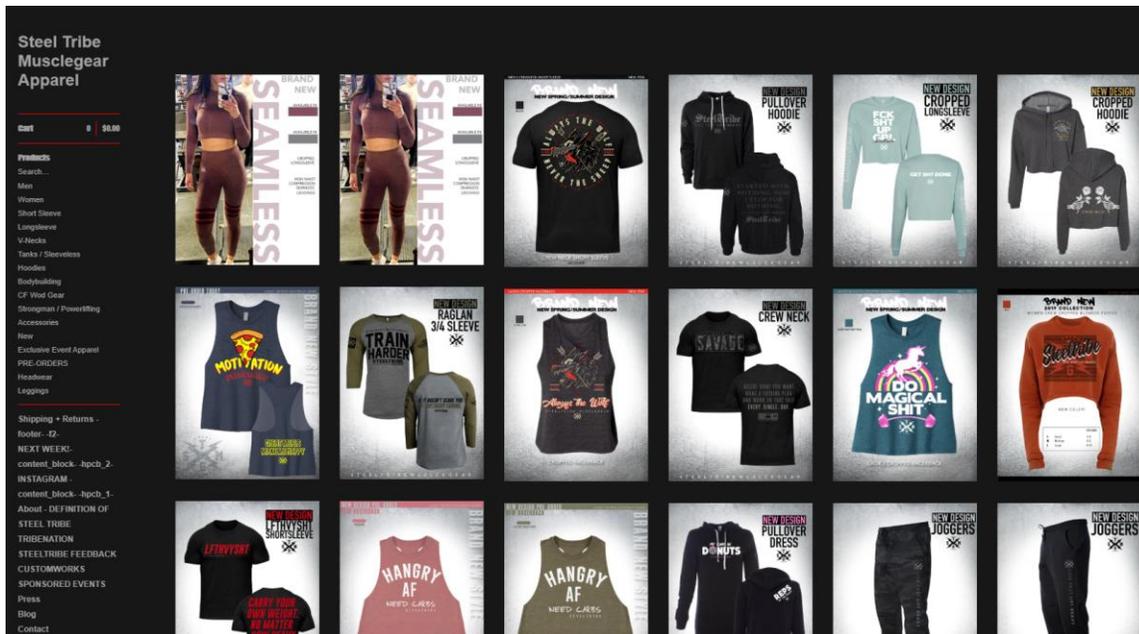


- CEO: Karen Nazario & Aaron Nash
- About: Steel Tribe Muscle Gear is all about creating workout apparel and promoting a healthy lifestyle.
- Needs: Rebrand their Social Media accounts (Facebook and Instagram) as well as revamp their websites for a more professional look.

Student work for Steel Tribe Muscle Gear Apparel

Students worked with the business and began to reorganize their website and make it seem more professional and more user friendly.

Steel Tribes Old Website



Steel Tribes New Website.



Steel Tribe Muscle Gear Apparel Student Work cont.

- Students also created a 50-page business plan detailing which Influencers they can reach out to for partnerships, as well as Social Media audits for the client as well as their competitors.
- Students assisted them in revamping their financials leading to them finding ways to reduce the costs of running the business



Sales Forecast Year 1

Prepared By: _____ Company Name: _____
 SIC: _____ Staff Title: _____

Product Lines	Units	Sales Price Per Unit	COGS Per Unit	Margin Per Unit
Next Level Skin Brand	1	\$ 28.00	\$ 9.75	\$ 18.25
Carnie Skin Brand	1	\$ 28.00	\$ 11.25	\$ 16.75
Carnie Hoodie Brand	1	\$ 35.00	\$ 27.25	\$ 7.75
Independent Trading Company Hoodie Brand	1	\$ 35.00	\$ 35.00	\$ 0.00
Carnie Apparel Tank Top Plus	1	\$ 28.00	\$ 19.25	\$ 8.75
Next Level Tank Top Plus	1	\$ 28.00	\$ 5.25	\$ 22.75
Next Level Longsleeve Raglan	1	\$ 36.00	\$ 11.00	\$ 25.00
Unisex Classic Sweatshirt	1	\$ 25.00	\$ 13.25	\$ 11.75
Next Level Triblend Reversible	1	\$ 28.00	\$ 9.75	\$ 18.25
Tank Top Brand Random	1	\$ 28.00	\$ 10.75	\$ 17.25
Bella Crop Top Random	1	\$ 28.00	\$ 10.75	\$ 17.25
Bella Crop Top Hoodie	1	\$ 30.00	\$ 21.25	\$ 8.75
Bella Cropped Sweatshirt	1	\$ 30.00	\$ 27.25	\$ 2.75
Atkins (Child) Legging and Top Set	1	\$ 75.00	\$ 12.00	\$ 63.00
Next Level Apparel 24 Boxes	1	\$ 30.00	\$ 13.25	\$ 16.75

Product Lines	May	June	July	August	September	October	November	December	January	February	March	April	Annual Totals	Category Breakdown	Category % Total
Next Level Skin Brand															
1 Set	30	30	30										600		18.2%
Total Sales	1,400	1,400	1,400										16,800		18.9%
Total COGS	488	488	488										5,824		17.4%
Total Margin	912	912	912										10,976		19.8%
Carnie Skin Brand															
1 Set	30	30	30										240		18.5%
Total Sales	360	360	360										4,320		7.6%
Total COGS	228	228	228										2,736		8.9%
Margin	132	132	132										1,584		7.3%

Example 3: Learn Tech Teach



- CEO: Khaita Wasiyo
- About: Learn Tech Teach is all about helping institutions create online classes in order to train professionals and educate people.
- Needs: Someone to help their marketing, remodel their entire business model and assist in fixing their finances.

Student work for Learn Tech Teach

To the left is a financial projection created by the Interns for Khaita to keep track of her profits and expenses.

Sales Forecast Year 1															
Prepared By: SBCEP GROUP					Company Name: LEARN TECH TEACH										
Complete This Chart First:															
Product Lines	Units (Hours)	Sales Price Per Unit	COGS Per Unit	Margin Per Unit											
E learning Solutions		\$ 200.00	\$ 140.00	\$ 60.00											
Consultations		\$ 75.00	\$ 15.00	\$ 60.00											
Training		\$ 100.00	\$ 70.00	\$ 30.00											
				\$ -											
				\$ -											
				\$ -											
Product Lines	May	June	July	August	Septemb	October	November	December	January	February	March	April	Annual Total	Category	Category /
E learning Solutions															
I Sold	280	280	280	280	280	280	280	280	280	280	280	280	3,360		3.8%
Total Sales	\$ 56,000	\$ 56,000	\$ 56,000	\$ 56,000	\$ 56,000	\$ 56,000	\$ 56,000	\$ 56,000	\$ 56,000	\$ 56,000	\$ 56,000	\$ 56,000	\$ 672,000	100.0%	5.7%
Total COGS	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 470,400	70.0%	6.6%
Total Margin	\$ 16,800	\$ 16,800	\$ 16,800	\$ 16,800	\$ 16,800	\$ 16,800	\$ 16,800	\$ 16,800	\$ 16,800	\$ 16,800	\$ 16,800	\$ 16,800	\$ 201,600	30.0%	4.5%
Consultations															
I Sold	2,150	2,150	2,150	2,150	2,150	2,150	2,150	2,150	2,150	2,150	2,150	2,150	27,000		22.4%
Total Sales	\$ 168,750	\$ 168,750	\$ 168,750	\$ 168,750	\$ 168,750	\$ 168,750	\$ 168,750	\$ 168,750	\$ 168,750	\$ 168,750	\$ 168,750	\$ 168,750	\$ 2,025,000	100.0%	17.3%
Total COGS	\$ 33,750	\$ 33,750	\$ 33,750	\$ 33,750	\$ 33,750	\$ 33,750	\$ 33,750	\$ 33,750	\$ 33,750	\$ 33,750	\$ 33,750	\$ 33,750	\$ 405,000	20.0%	5.6%
Margin	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 1,620,000	80.0%	35.8%
Training															
I Sold	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	90,000		74.6%
Total Sales	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 9,000,000	100.0%	76.9%
Total COGS	\$ 525,000	\$ 525,000	\$ 525,000	\$ 525,000	\$ 525,000	\$ 525,000	\$ 525,000	\$ 525,000	\$ 525,000	\$ 525,000	\$ 525,000	\$ 525,000	\$ 6,300,000	70.0%	87.8%
Margin	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 2,700,000	30.0%	59.7%
Product 4															
Units Sold													0		0.0%
Total Sales													\$ -		0.0%
Total COGS													\$ -		0.0%
Margin													\$ -		0.0%
Product 5															
Units Sold													0		0.0%
Total Sales													\$ -		0.0%
Total COGS													\$ -		0.0%
Margin													\$ -		0.0%
Product 6															
Units Sold													0		0.0%
Total Sales													\$ -		0.0%
Total COGS													\$ -		0.0%
Margin													\$ -		0.0%
Total Units Sold	10,030	10,030	10,030	10,030	10,030	10,030	10,030	10,030	10,030	10,030	10,030	10,030	120,360		
Total Sales	\$ 974,750	\$ 974,750	\$ 974,750	\$ 974,750	\$ 974,750	\$ 974,750	\$ 974,750	\$ 974,750	\$ 974,750	\$ 974,750	\$ 974,750	\$ 974,750	\$ 11,697,000		
Total Cost of Goods Sold	\$ 597,950	\$ 597,950	\$ 597,950	\$ 597,950	\$ 597,950	\$ 597,950	\$ 597,950	\$ 597,950	\$ 597,950	\$ 597,950	\$ 597,950	\$ 597,950	\$ 7,175,400		
Total Margin	\$ 376,800	\$ 376,800	\$ 376,800	\$ 376,800	\$ 376,800	\$ 376,800	\$ 376,800	\$ 376,800	\$ 376,800	\$ 376,800	\$ 376,800	\$ 376,800	\$ 4,521,600		

Student work for Learn Tech Teach

The students also created a competitive analysis for Khaita.

Learn Tech Teach Competitive-Analysis Intern version XLSX

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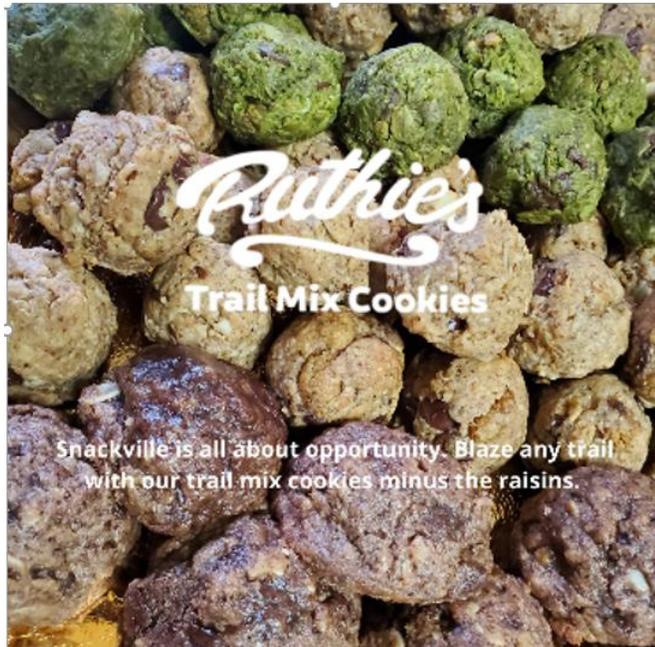
Competitive Analysis Project Week 4		Are there companies in CT, NY and NJ?								
	Arise	Monica	Shirley	Marin	Monica	Arise	Shirley	Marin		
	4	5	6	7	8	9	10	11		
Brand positioning and overview	Learn Tech Teach Learning Solutions is based in CT focused on providing top quality custom training and innovative solutions. Their goal is to address your learning objectives and the changes in behavior in order to meet your business goals. They create and curate professional training through e-learning. This is done through training simulations, serious games, and innovative mobile learning in order to educate and engage learners. They want to provide solutions in order to improve your business training program.	First Learning Solutions First Learning Solutions is a New Jersey based EdTech training and design company that delivers custom, turnkey training solutions covering content, design, programming, media (audio, video, animation), along with LMS integration. They focus on understanding the business problem and company culture to deliver the best solution for the job. The training they do is online, instructor led, or blended.	Edaptive Learning Edaptive Learning is a big training company providing learning services, custom employee training solutions, skilled instructional designers and top content creators.	Codecademy Learning Codecademy is an e-learning company based out of Houston, TX who develops custom, interactive learning programs that engage learners, accelerate skill development and boost overall business performance.	Arise Arise is a New York based learning solution provider who partners with higher education institutions to build effective, best-in-class, online and blended courses. They create high quality customized online learning experiences that are built to facilitate varied environments and increase student retention. Their team of educational, instructional designers, and curriculum developers work with facilities and internal teams to design state-of-the-art courses.	Monica Monica is a New York based learning solution provider who partners with higher education institutions to build effective, best-in-class, online and blended courses. They create high quality customized online learning experiences that are built to facilitate varied environments and increase student retention. Their team of educational, instructional designers, and curriculum developers work with facilities and internal teams to design state-of-the-art courses.	Arise Arise is a New York based learning solution provider who partners with higher education institutions to build effective, best-in-class, online and blended courses. They create high quality customized online learning experiences that are built to facilitate varied environments and increase student retention. Their team of educational, instructional designers, and curriculum developers work with facilities and internal teams to design state-of-the-art courses.	Shirley Shirley is a New York based learning solution provider who partners with higher education institutions to build effective, best-in-class, online and blended courses. They create high quality customized online learning experiences that are built to facilitate varied environments and increase student retention. Their team of educational, instructional designers, and curriculum developers work with facilities and internal teams to design state-of-the-art courses.	Marin Marin is a New York based learning solution provider who partners with higher education institutions to build effective, best-in-class, online and blended courses. They create high quality customized online learning experiences that are built to facilitate varied environments and increase student retention. Their team of educational, instructional designers, and curriculum developers work with facilities and internal teams to design state-of-the-art courses.	
Target market	Corporations, government, higher education such as the U.S. Department of Education and Colleges	Government industries, small businesses and corporations especially in industries such as pharmaceutical, aerospace, technology, retail.	Corporate companies & Banks	Large companies, Small Medium businesses, Non-profit	College and Universities	Corporations and higher education institutions	corporate companies, business professionals	Colleges and Universities		
Digital marketing strategies										
Website	https://www.learntechteach.com	https://www.firstlearning.com	https://www.edaptive.com	https://www.codecademy.com	https://www.arise.com	https://www.monica.com	https://www.shirley.com	https://www.marin.com		
LinkedIn followers	1,426 followers	63 followers	25,003 followers	1,230 followers	800 followers	11,183 followers	5,300 followers	42,153 followers		
Blog/Case Studies etc.	There is a blog content categorized by: E-learning, Mobile Learning, Serious Games, Training Simulations, Virtual Reality. There are also several case studies available that are categorized the same such as the blog. They each have a case study portfolio. In addition, they also have a Learning Management case study portfolio. You can also sign up for their newsletter using your company email. Their newsletter is called DMOG Digital for companies to stay up to date with industry resources, news and best practices.	They have a blog, but it is not regularly updated. Their most recent blog was updated on October 17, 2019.	They make weekly post that consist of topics like: includes learning content, corporate training, learning, newsletters, learning templates, corporate training problem instructional designers, virtual trainers and most important topics that include the actual company Training Paths.	There is a regularly updated blog, with categories such as: Back to Basics, Blended Learning, Company News, Custom e-learning, Content Design, Instructional Design, Learning Science, Microlearning, Mobile Learning, and White Papers. They have an "Our Story" section where they showcase their history. They have some under categories such as: Blended Learning, Games, Infographics, Instructor-led Training, Mobile Apps, Motion Graphics, and Web-based Training.	They have a blog, but it is not regularly updated. Their most recent blog was updated on October 17, 2019.	They're not available on their website. However, they do list the awards and achievements they receive. For instance, the achievements they receive support individuals who want to become project managers.	They have no case studies. They discuss problems, solutions and outcomes with the following companies: Google Curriculum Design, MIT Digital Project Training, OAG, OAG & Inclusion, SCLD Technical Training, Microsoft, and Microsoft Learning.	They have a blog under the "Latest" section of their website, where they post developments in the education technology world and describe about their company. Case study updates where they discussed helping to build a new business model under stringent timelines. Microsoft Business School on abstract from Zick's seminar presentation that 20 applied to spend into doubtless, continuing and, and professional sets. They also discussed how Zick's pricing model benefits both school and its	They have a blog under the "Latest" section of their website, where they post developments in the education technology world and describe about their company. Case study updates where they discussed helping to build a new business model under stringent timelines. Microsoft Business School on abstract from Zick's seminar presentation that 20 applied to spend into doubtless, continuing and, and professional sets. They also discussed how Zick's pricing model benefits both school and its	
Strengths	They provide creative solutions by incorporating elements like serious games, gamification, elements, capturing stories and innovative solutions. This helps avoid the traditional style of e-learning. This allows customers to be more engaged and learn when watching a training course. They include their partial cost that state project highlights, the design style and the systems created. This adds more credibility to their work and to continue to grow their partnership. Moreover, they're active on their social media sites.	They have been around for over 20 years, therefore they have experience building creative and effective learning solutions for their clients. Also, they offer a number of training solutions.	They have global credibility, over 1000 completed successful projects. They have professionals with experience to enable fast project execution. Their successful projects have earned a NPS score of +62. Mapping that their customers are more likely to recommend Training Paths to others. They are also on all social platforms.	They are working with many large enterprises and university of and energy companies such as BP, Nike, Occidental Petroleum, Royal Dutch Shell, Chevron, and Microsoft. They also list Google as a company they have worked with. From 2016-2019 have been named one of the Top E-learning performers. They have versatility from working with educational institutions to the gov and oil industry.	They are aware of the importance of being regularly active on LinkedIn.	They have more than 28 years in the business and are an expert in the field that they're in. They support the learning needs of many countries. They have been a diversity of clients. Moreover, this helps them build more relationships with other clients. Furthermore, there is consistency with their social media sites and post reminders of important virtual opportunities.	They have case studies, articles and testimonials. In addition, they have also won awards and have been published by big magazine companies like Forbes.	They have partnerships with major universities, public and private programs, Harvard, Nike, YouTube. They have over 10 partnerships with schools.	They have partnerships with major universities, public and private programs, Harvard, Nike, YouTube. They have over 10 partnerships with schools.	
Weakness	They offer free overabundant documents to give you	They are inactive on social media sites. As a B2B company	They could be more present on their social media	They can also be more present on social media	They have a limited number of services compared to	The company does not post any blogs in				

**The following images are of
more projects completed by
the Cohort 4 Interns**

Our Interns created websites for the businesses.



Interns create different types of content for their client's online presence and social media marketing.





SandrineBeauty

Published by Hootsuite [?] · 11 hrs · 🌐

Sandrine Beauty offers a wonderful line of natural Aromatherapy beauty products. All, products are made from scratch. They are very moisturizing to the skin, not to mention their amazing scent.

#sandrinebeauty #aromatherapy #naturalbeauty #lavenderfromprovence #naturalbeautycare #skincare #refreshyourskin #holisticbeauty #madebyme #holisticlifestyle



Intern Samia creates a Facebook post for **Sandrine Beauty**. (Left)

Interns Melanie creates two customer personas for her client **Sandrine Beauty**. (Below)

Personas



This is Melissa, she is single and is between the age range of 21-28, full time college student with a part time job, watches beauty tutorials in her free time. Would likely watch organic face cleansing, look up the top 10 organic soap products, would be interested in Sandrine Beauty tutorials every thursday.



This is Shelly. She is a young professional, in the age range between 25-35, sensitive skin and acne that want to use organic products. Interested in dermatology and fitness. (interested in organic lifestyles, that involve skin and makeup)

Daily Challenges For Instagram Story

Body parts to target in challenges:

- Arms (targets:biceps, triceps, etc) 1 week
 - Legs (targets:quads, glutes, hamstrings, etc) 1 week
 - Abs (targets:upper abs, lower abs, obliques, and core) 1 week
 - Back (targets: Latissimus Dorsi, Trapezius, Rhomboids and Levator Scapular Muscles, Erector Spinae, etc) 1 week
 - Upper Body 1 week
 - Lower Body 1 week
1. Tag Participants
 2. #JoinUs #joinusnow #joinusorwatchus #joinustoday #Stayhome #quarantineworkout #resistancebands #nogymnoprobblem #athomeworkout
 3. Post It
 4. Hear back from followers in regards to their results through DM's

So what`s next?



For the Interns:

- Employment
- Starting their own businesses
- Graduation

For the Businesses:

- Dealing with the pandemic
- Getting back on their feet
- Expanding and growing with their new skills

Credits to our Coordinators.



John Frias
Program Coordinator
2019 – March 2020



Krishel Castellanos
Program Coordinator
March 2020 – July 2020



Christian Cabrera
Program Coordinator
March 2020 – July 2020

**Special Thank You to Council
Member Cohen for your
support on this project.**
