

# DISCLAIMER

Quite a number of the statements contained in this Business Plan include information consolidated by references, future expectations, and strategically schemed out plans that would result in financial success gathered by the management, which is believed to be ultimately revelatory. Those statements are bound to be prone to uncertainties, unforeseen circumstance, and other uncertainties which could be beyond the management control.

Important factors that may cause the actual results to differ from those expressed within may include, but are limited to:

* The failure of the company to keep up with efforts that can make its services successful.
* The effect of changing legislation and government regulation as this plan has put all that into consideration.
* The company’s ability to maintain a substantial level of returned customers and a booming referral base.

However, the assumptions disclosed herein are those that management believes are significant to the growth of the company.

# Confidentiality Agreement

The undersigned reader acknowledges that the information provided by **Optimize Management Group, LLC** in this business plan is privy; therefore, the reader agrees not to disclose it without express written permission of **Optimize Management Group, LLC**.

It is acknowledged by reader that the information proposed in this business plan is in all respect confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by the reader may cause severe harm or damage to **Optimize Management Group, LLC**.

Upon request, this document is to be immediately returned to **Optimize Management Group, LLC**

This is a Business Plan. It does not imply an offer of any securities.

This contract shall be governed by the laws of the state and any applicable federal law.

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Signature Printed Name

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# Industry overview

Management Consulting began to develop shortly after the rise of management as a unique field of enterprise in the late 19thCentury, along with the Industrial Revolution. Since 2004, the Consulting industry has recovered substantially—all firms are now aggressively recruiting again. Currently, most consulting offices are working at full capacity and the outlook for the sector as a whole is very positive.

Management consultants are problem-solvers for hire: businesses and governments bring them on board when they have a problem that’s too complicated for internal staff to resolve. The mysterious world of management consulting eludes most people outside the industry, but those in the know understand the satisfaction of taking on complex issues that have a real impact on businesses.

Business and enterprise, government and not-for-profits turn to management consulting firms for assistance with matters ranging from technology, policy, marketing and strategy, to people, pricing and products. Typically, a management consultant or team will be called in to advise a senior decision-maker whose staffs are too busy to consider long-term strategy. Alternatively, the problem at hand may be too complex for the people charged with resolving it. As the need for professional and specialized advice in these areas grows, these other institutions are relying more and more on the same strategic and analytical principles that have helped corporations for decades.

The ‘Big Three’ are the most prestigious management consulting firms in the world. They’re also known by ‘MBB’, which is an acronym of all three – McKinsey & Company, Boston Consulting Group, and Bain & Company. Then there are sharp-focus, top-tier consulting firms, such as Accenture, which focuses on technology, and PwC’s Strategy&, which focuses on (you guessed it) strategy. On the more specialized end, boutique firms such as Port Jackson Partners, Partners in Performance and A.T. Kearney consult on high-level strategy and implementation, among other things.

Management consulting, in general, is expected to grow very strongly, with more businesses each year requiring assistance as they navigate the digital revolution. Traditional management consulting firms tend to recruit consistently throughout the year. On the other side of the coin, while the traditional consulting firms have dominated the industry for more than a hundred years, freelance and transactional consulting services are gaining traction in the marketplace, especially as businesses seek assistance with specific problems (such as digital communications, brand development, and so on).

Management consulting is sometimes referred to as a ‘recession-proof’ industry. When the economy is strong, clients have more money to spend on consulting services. In a downturn, business challenges often become more pressing, and businesses are more likely to seek help to solve problems quickly!

According to the Ministry of Business, Innovation, and Employment, Graduate management consultants usually start on $50,000 a year, management consultants with up to five years' experience can earn between $50,000 and $100,000, and highly skilled management consultants can earn between $100,000 and $250,000.

Source:<https://nz.prosple.com/career-planning/management-consulting-industry-overview>

# Executive Summary

In the business world, for one to succeed irrespective of the industry or location, a business plan is vital. Research has shown that business owners that carry out adequate, intensive, and proper planning to have a clear picture of their operational activities, organizational structures, market outlook, and whole other stuff tend to succeed more than those who do not. Studies have it that most businesses fail during their early years of business operations due to the failure of making a roadmap for their business. So, as the cliché goes “Failure to plan is planning to fail.” This has made **Optimize Management Group, LLC** embark on varieties of extensive research that cumulates to become its business plan.

**Optimize Management Group, LLC** is a project management and consulting firm belonging to the management and professional services industry. This firm is a Certified Women-Owned Small Business (WOSB) with expertise in consulting, program / project management & technical assistance. We partner with small businesses, organizations, and entrepreneurs to take on hard projects, lighten the management and drive impactful results. Optimize Management Group is located in 25 NE 5th St Miami, FL 33132. Currently, this is a home-based business. At **Optimize Management Group**, our purpose is to help companies, entrepreneurs and leaders to transform brilliant ideas into winning projects. To give those with a world-changing mind the tools to change the world. We bring these purposes to reality by using a work methodology that takes the project management pains out of leader’s hands, through helping them organize their work, their teams and ultimately optimize their results. **Optimize Management Group** is set to implement a step by step approach that simplifies project management, making every project execution more efficient, more profitable for companies, and less stressful for leaders and teams.

This company is under the management of **Ayanna Tunsil – Founder and CEO** and supported by 2 team members that are passionate, committed, and of entrepreneurs spirit, that will bring about an oriented growth mindset. We intend to become a company established to serve our customers with high-end quality services. We are also set to take the management and professional services industry by storm by yielding authentic result through the help we proffer to building a solid foundation for growing other companies and businesses. We also plan to fit in accordingly into this very competitive industry by rendering a quality services that will not only be referred to but highly sort after.

The Founder and CEO of optimize Management Group, LLC - **Ayanna Tunsil** is a proficient-expertise of over 5 years level of experience in engaging stakeholders, breaking down functional silos, and managing resources that ensures that projects get completed within schedule, scope, and budget. Our services are targeted toward the major cities like; Miami, FL, Washington D.C, Dallas, TX, and Virtual (North America). Our business is focused on helping small and medium companies coordinate their several projects, especially the startups that are on an exponential growing phase. We are a company set to solve the problems resulting from a lack of experience and management in businesses. Our true targets market are CEOs, Team Leaders, Directors, and Business Owners whose business pains are their own pains, and their business wins become their personal wins. With this in mind we will be able to intersect them, connect with them and become more relevant to them, by becoming a valid solution to their businesses. We will ensure that each of our services will be offered at affordable rates that will still maximize profit and allow our customers to get quality and unique services at the same time.

The main reasons why **Optimize Management Group, LLC**, will succeed beyond expectations is by implementing its plans to shift her focus on larger clients and capitalize on being a women-owned and minority-owned business by year 2023. Meanwhile, the set of clients we will be focusing on, and targeting will be the government, state of Florida, and the city of Miami-Dade. We will put more resources into market reach and advertising, put more resources into government contracts, submitting RFPs, and applying for government grants. We will utilize past and current clients for referrals and also find more of their competitors to work with. These plans are not only set to motivate and determine our success but also to bring about financial profit to the industry.

The company’s seek for an estimation of about **$60,000** from investors along with **$20,000** of Owner’s Contribution. Part of the funds will be used to cover the startup assets and startup expenses, and monthly expenses. These funds will also be used to cover administration costs and others, which will produce future benefits. This fund will be utilized working capital to maintain operation. The company expects to generate revenue of about **$100,000** in its first year of operation and our services rate will be offered at 50% profit margin. We also anticipate generating a net profit of **$250,000, $450,000, $700,000, $1,000,000, and $1,500,000** in its first-fifth year (2022, 2023, 2024, 2025, and 2026) of operation. If proper funding can be obtained, the company will not expect any significant cash flow problems.

A key factor of business we shall not handle with levity is trust and accuracy. We will ensure the highest quality of services at all times to meet or surpass our target expectations. We will ensure that we hold ourselves accountable to the highest standards by meeting our client’sneeds precisely and completely. We will cultivate a working environment that provides a human, sustainable approach to earning a living, for our partners, employees, and clients.

# 1.0 Company Description

At **Optimize Management Group, LLC**, our client’s best interest comes first, and everything we do is guided by our values and professional ethics. We will ensure that we remain committed to professionalism, integrity, innovation, and excellent customer service. We will also ensure that we only hire employees who are well experienced to help us drive the business.

We will ensure that we hold ourselves accountable to the highest standards by meeting our client’s needs precisely and completely. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees, and our clients.

|  |  |
| --- | --- |
| Company Name | Optimize Management Group, LLC |
| Location | 25 NE 5th St Miami, FL 33132 |
| Founder and CEO | Ayanna Tunsil |
| Website | [www.optimizemanagementgroup.com](http://www.optimizemanagementgroup.com) |
| Email | [ayanna@optimizemanagementgroup.com](mailto:ayanna@optimizemanagementgroup.com) |
| Phone | **253-353-1923** |

## 1.1 Mission and Vision Statement

The core mission of our brand is to help businesses and decision-makers to develop their projects without losing control on timings, tasks, and follow-ups while saving them money. We will ensure that projects are planned accurately, executed efficiently, and delivered timely. The service we provide simplifies the life of those in charge of projects by not only helping them lead their teams to manage their tasks and deadlines but also to build them into leaders.

Our vision is to simplify complex processes to birth world-changing ideas. Our research reveals that managing new projects, teams, people, and companies has always been a constant challenge to startups, especially in the aspect of market demands on innovation, adaptation, and new solutions. We also realized that start-ups and new business ideas often tend to fail, no matter how good their ideas, perspectives, and creating effective processes to bring results are. This is the main reason why **Optimize Management Group, LLC** is established to offer authentic solutions by preventing those companies from failing, through helping them to develop models able to deliver results, and also create new role of possibilities that will aid new ideas to become a reality.

## 1.2 History/Background

**Ayanna Tunsil** has held a handful of jobs since she was 15 years old and the common denominator in every job she has had, was to help improve processes, increase efficiency, and lead by example. Along the way, she enjoyed spearheading projects that included engaging stakeholders from diff departments, marketing events, finding ways to minimize discrepancies, and team building.

**Ayanna** have nearly five years of experience championing the management of projects across various industry verticals. Ayanna’s expertise is in engaging stakeholders, breaking down functional silos, and managing resources ensures that projects get completed within schedule, scope, and budget. She started as a freelance project manager and in 2020 when she lost her job, she betted on herself and started this company. She has also managed exciting projects like product launches for IoT devices, experiential marketing activations with fortunes of 500 companies, collateral creation, content marketing, and website launch projects.

## 1.3 Purpose

We are set to partner with small businesses, organizations, and entrepreneurs to take on their respective hard projects, lighten their management while driving at impactful results. Facts have it that “The success of a business lies in the measure of its management”. Here, at **Optimize Management Group**, our business is about making project management simple, effective, and effortlessly for startups. Our main aim is to prevent failed businesses while embracing ideas, perspectives, and creative processes that will enhance the long existence of successful businesses.

## 1.4 Goal and objective (growth and Actions)

**Optimize Management Group, LLC**’s goal is to run a business that will not only succeed in revenue and size but have a landmark impact in the city of Florida; USA.

Every business’ objective is to be successful; this means a large base of customers, continually increasing patronage, and hence, rapid business growth. Our business objectives is to deliver an end-to-end project management service, from plan to monitoring results, with a tailored approach that allows teams to build a sustainable foundation for growth.

# 2.0 Services

### Description

A good way to implement a good plan is to have a clear idea of what the services would be offered in the business establishment. This particularly goes to the root of the business.

**Optimize Management Group, LLC** is a Certified Women-Owned Small Business (WOSB) with expertise in consulting, program / project management & technical assistance. We also partner with small businesses, organizations, and entrepreneurs to take on hard projects, lighten the management and drive impactful results. This business is a professional, aspirational, business, friendly, empathic, and solution oriented firm established to simplify complex processes to birth world-changing ideas.

Most startups has challenges in managing teams, people, and companies especially in aspects of market demands on innovation, adaptation, and new solutions. Such that, the businesses still tends to fail no matter how good their ideas and perspectives could be. **Optimize Management Group** is set to solve these problems by helping small and medium companies build a solid foundation that will sustain the growth and long term existence of their business.

As the business grows and our brand earns a positive reputation, we know that several opportunities will be open to us. We believe our ability to create future success opportunities and growth will only be limited by our imagination and our ability to attract talented people who understand the concept of branding. We look forward to expand our business to new countries, improve our services for consumers, and have physical intentionally. We will efficiently develop our brand's growth by increasing existing service lines and adding other related management services.

**Optimize Management Group, LLC** will be known for exceptional customer service. Our potential employees will have excellent service knowledge and will be trained on the necessary information of each of our services to guide customers to patronage.

## Pricing

We have duly conducted our researches and also make our findings on what other industries like ours charge before fixing our prices for each service that we offer. Our prices are very fair, while ensuring that all our services are top-notch. Our service charges will start at $100.00 / Hourly or a retainer.

We will ensure the rapid expansion of our company and make sure that we get a lot of people on board to reduce the unemployment rate in our little way as our contribution to society.

# 3.0 Target Market

Our business is focused on helping small and medium companies coordinate their several projects, especially the startups that are on an exponential growing phase. We are a company set to solve the problems resulting from a lack of experience and management in businesses. Our true targets are CEOs, Team Leaders, Directors, and Business Owners whose business pains are their own pains, and their business wins become their personal wins. With this in mind we will be able to intersect them, connect with them and become more relevant to them, by becoming a valid solution to their businesses.

Our main market targets are focused on project-based industries like; marketing agencies, real estate, development, government agencies, service providers, and developers in Miami, FL, Washington D.C, Dallas, TX, and Virtual (North America). We will take advantage of this, by providing clients with quality services. We will ensure that our services are of top-notch such that our company becomes a leading player in the industry as we ensure that our company’s mode of advertising and branding is fun and different from a lot of other companies.

## 3.1 Demographic characteristics of Business Owners

### Florida Business Owners

The percentage of minority-owned businesses increased by 36.2 percent between 2007 and 2012, making up 44.1 percent of all Florida businesses, which proportionately represents more than twice the state’s minority adult population (20.1%). Nationally, the percentage of minority-owned businesses also increased by 38.1 percent during the same time period. Minorities represent 28.8 percent of all business owners, meanwhile they represent 21.3 percent of the adult population ages 18 and up.

The number of female-owned businesses has also increased steadily over the past fifteen years. In 1997, female business owners made up only 26.0 percent of business owners; in 2012 they made up 38.5 percent of all business owners in the state. Between 2007 and 2012, female business ownership increased 39.0 percent. The percentage of female-owned businesses in Florida has increased at a similar pace as female ownership nationwide, with 26.0 percent of females owning businesses in 1997 and 35.8 percent in 2012.

Proportionally, female business ownership is still significantly lower than the overall female adult population. Nationwide, females make up 51.3 percent of the adult population ages 18 and up—statewide is at 51.7 percent. While the percentage of minority and female-owned businesses have increased, there has been little change in the percentage share of male-owned businesses. In 2007 male business owners made up approximately 51.6 percent with little change in 2012 (51.7%). This trend is consistent with male business ownership nationwide which only grew by approximately 2.5 percentage points between 2007 (51.3%) and 2012 (53.7%).

Veteran-owned businesses have also seen little change at both the state and national levels. In Florida, veterans make up 8.8 percent of business owners compared to 9.1 percent nationally. The SBA notes that the veteran population is older than the non-veterans population. As this population continues to retire or pass away one can expect the percentage of veteran-owned businesses will continue to decline.

The SBO also collects data on the age of business owners at the national level. The 45 to 54 age bracket continues to have the largest share of business owners while the percentage of business owners in older brackets continue to increase. In 2007, business owners ages 55 to 64 made up 17.8 percent compared to 20.5 percent in 2012. Business owners age 65+ made up 9.2 percent in 2007 but increased 3.4 percent to 12.6 percent in 2012.

Source: <https://floridasbdc.org/floridas-demographic-profile-demographic-characteristics-of-business-owners/>

### United States Business owners

Using a database of 30 million profiles, Zippia estimates demographics and statistics for business owners in the United States. Our estimates are verified against BLS, Census, and current job openings data for accuracy. After extensive research and analysis, Zippia's data science team found that:

* There are over **734,842** business owners currently employed in the United States.
* 48.6% of all business owners are women, while **51.4%** are **men**.
* The average age of an employed business owner is **44** years old.
* The most common ethnicity of business owners is White (70.8%), followed by Hispanic or Latino (14.4%), Asian (6.2%) and Black or African American (6.0%).
* The retail industry is the highest-paying for business owners.
* In 2021, women earned 85% of what men earned.
* **10%** of all business owners are **LGBT**.
* Washington is the best state for business owners to live.
* Business owners are 69% more likely to work at private companies in comparison to public companies.

#### Business Owner Industry Statistics

|  |  |
| --- | --- |
| Industry | Percentages |
| [Retail](https://www.zippia.com/sales-industry/) | 13% |
| [Fortune 500](https://www.zippia.com/business-and-financial-industry/) | 11% |
| [Manufacturing](https://www.zippia.com/production-and-manufacturing-industry/) | 10% |
| [Professional](https://www.zippia.com/sales-industry/) | 9% |
| [Hospitality](https://www.zippia.com/food-preparation-and-restaurant-industry/) | 8% |
| [Technology](https://www.zippia.com/computer-and-mathematical-industry/) | 8% |
| [Health Care](https://www.zippia.com/healthcare-practitioner-and-technical-industry/) | 6% |
| [Finance](https://www.zippia.com/business-and-financial-industry/) | 6% |
| [Construction](https://www.zippia.com/construction-and-extraction-industry/) | 4% |
| [Insurance](https://www.zippia.com/office-and-administrative-industry/) | 4% |
| [Media](https://www.zippia.com/arts-entertainment-sports-and-media-industry/) | 3% |
| [Internet](https://www.zippia.com/executive-management-industry/) | 3% |
| [Transportation](https://www.zippia.com/transportation-industry/) | 3% |
| [Telecommunication](https://www.zippia.com/architecture-and-engineering-industry/) | 2% |
| [Start-up](https://www.zippia.com/executive-management-industry/) | 2% |
| [Government](https://www.zippia.com/military-industry/) | 1% |
| [Automotive](https://www.zippia.com/transportation-industry/) | 1% |
| [Agriculture](https://www.zippia.com/architecture-and-engineering-industry/) | 1% |
| [Non Profits](https://www.zippia.com/community-and-social-services-industry/) | 1% |
| [Real Estate](https://www.zippia.com/legal-industry/) | 1% |
| [Education](https://www.zippia.com/education-training-and-library-industry/) | 1% |

Source: <https://www.zippia.com/business-owner-jobs/demographics/>

# 4 .0 Marketing Strategies

Every business needs marketing to be able to survive. Marketing allows a business to generate revenue for sustainability, growth, and also expansion. It also enables an organization to get noticed by those who require its services. Our strategy is to be the biggest and successful management and professional service in the country. Our intention is to help other companies build a solid foundation for growth within their business.

## 4.1 Brand Positioning

As a brand, we are aware of our currently existing or future emerging competitors. In order to yield a tremendous financial return, we need to position our brand in a way that we will attract the right audience. In lure of this, here are some factors that will differentiate our brands from other brands.

* Quality and high-value services
* Wide range of services
* The guaranteed customer satisfaction rate
* Excellent competitive prices (We offer a fair and reasonable price)
* Great customer service
* Modern equipment and facilities that are proven for promoting business practices

The Founder and CEO of **Optimize Management Group, LLC,** will use these above factors to the company’s advantage to achieve our set objectives and mission, thereby attracting a consistently growing and loyal customer base and hence, incurring maximum profits.

## 4.2 Sale distribution channel

In making sure that our brand is preferred amongst the target audience, we intend to draft and modify strategies that will attract the kinds of customers we seek. We intend to work with a business consultant with vast marketing experience to ensure we attain our corporate goals. Our sales and marketing strategies are;

* Utilizing staffs, friends, and family to promote awareness for the business
* Leveraging social media platforms to build awareness
* Engaging in social media giveaways
* Active involvement in channels like discord, telegram, YouTube, Google that can promote our products and web-sales
* Expanding our networks of contact and prospective clients
* Leverage digital marketing platform such as using Social media like Facebook, Twitter, Instagram, Tumblr, etc. – by creating pages on these social media channels and flooding them with creative contents, stories, and testimonials.
* Utilizing Google AdWords
* Engage a professional script writer to create fascinating promotional scripts and ad copies for advertisement
* Search engine optimization – we will use keywords related to our business so that our company will appear on search result.

# 5.0 Market Analysis Summary

## 5.1Management Consulting Services Market

### Report Overview

The global management consulting services market was valued at $316.5 billion in 2021, and is projected to reach $811.3 billion by 2031, growing at a CAGR of 10.2% from 2022 to 2031.

COVID-19 pandemic has a negative impact on the management consulting services industry, owing to drop in demand for management consulting services globally. However, management consulting services providers have taken numerous steps to position themselves for the post-COVID future as they begin their recovery. Moreover, the COVID-19 pandemic increased the importance of digital transformation systems in management consulting services. Technology-driven management consulting services startups are increasingly offering clients digitized and long-term management planning through robo-advisors.

The term “management consulting,” often known as "business consulting," refers to advice or implementation services provided to an organization's management with the goal of enhancing the efficiency of its business strategy, organizational performance, and operational procedures. In addition, decision-makers seek management consultants for guidance on a variety of topics, including strategy and organizational issues. For instance, they may be commissioned to provide advice on cost-cutting or innovation methods, or they may be requested to create a new strategy plan to achieve more growth.

Increase in adoption of management consulting services for reducing operational costs and optimizing operations is driving the growth of management consulting services market. In addition, globalization in the management consulting services industry, penetration of high-speed internet, and automation of consulting processes are accelerating the management consulting services market growth. However, risks of data breaches, cyber-attacks and intricacy of the project hamper the growth of the management consultancy services market. On the contrary, developing economies offer significant opportunities for management consulting services companies to expand their offerings, owing to factors such as rapid urbanization, rise in resource spending by SMEs, and technological advancements. Moreover, growth in developments & initiatives toward digitalized services is anticipated to provide a potential growth opportunity for the market.

### Top Impacting Factors

**Growth in demand for management consulting services among SMEs**

Management consulting services are the best way to provide value for SMEs as it can maximize their pricing by the value; they deliver to their small business clients. Moreover, according to a recent Accounting Today survey, 78% of small businesses want a consultant who’s a trusted advisor.

Furthermore, during the COVID-19 pandemic, SMEs were experiencing lack of proper management strategies. Therefore, some major banks collaborated to provide proper management consulting services for SMEs. For instance, Gulf Bank collaborated with Balance Business Advisory, a Kuwaiti SME, to provide financial advisory services to entrepreneurs and SMEs as part of their continued commitment to their clients in this segment. This collaboration is rooted in the Bank’s strategy toward providing financial and advisory services to the SMEs sector. Thus, growth in demand for management consulting services is driving the growth of the market.

**Aids clients in taking important decisions**

The adoption of management consulting services can save clients’ time as some of the business management functions are dealt with by consultants. They do not do deep research, as management consultants have the expertise to dig for information fast. In this way, clients are able to save their time and focus on other business operations. Moreover, the fact that management consulting services improve operational efficiency and provide better insights helps the growth of the market. In addition, increase in adoption of management consultancy services for taking important business decisions is fueling the growth of the market.

**Digitalization in management consulting services**

Integration of analytics, cloud, media, and social media with business models is driving the growth of management consulting market. In addition, management consulting firms are providing IT transformation services to businesses, and banks to overcome challenges such as rise in stakeholder expectations and declining budgets. Such services include identifying critical technologies, setting an IT agenda, and consolidating, standardizing, & harmonizing IT solutions across business divisions in a cost-effective manner. Moreover, the digitalization of the management services enables the consultants to use various advance tools such as artificial intelligence (AI) prediction and machine learning (ML) in providing advice to the customers. This has resulted in providing effective and efficient services to the customers. Thus, the digitalization of management consultancy services is propelling the growth of the market.

## **Management Consulting Services Market Segmentation**

**By Type:**

* Strategy Consulting
* Operations Consulting
* Financial Advisory
  + Financial Advisory
    - Corporate Finance
    - Accounting Advisory
    - Tax Advisory
    - Transaction Services
    - Risk Management
    - Others
* Technology Consulting
* Human Resources Consulting

**By Organization Size:**

* Large Enterprises
* Small & Medium-Sized Enterprises

**By Industry Vertical:**

* BFSI
* IT and Telecom
* Manufacturing
* Retail and E-Commerce
* Public Sector
* Healthcare
* Others

**By Region:**

* North America  (U.S., Canada, and Mexico)
* Europe  (U.K., Germany, France, Italy, Spain, Russia, Netherlands, Belgium, Poland, and Rest of Europe)
* Asia-Pacific  (China, Japan, India, South Korea, Australia, Malaysia, Thailand, Philippines, Indonesia, and Rest of Asia-Pacific)
* LAMEA  (Latin America, Middle East and Africa)

**Segment Review**

**Based on type**, the operations consulting segment held the dominating market share in 2021, holding more than one-fourth of the global market. On the other hand, the technology and consulting segment is expected to maintain its leadership status during the forecast period. In addition, the same segment is expected to cite the fastest CAGR of 13.5% during the forecast period.

**Based on organization size**, the large enterprises segment held the dominating market share in 2021, holding nearly three-fourths of the global market, and is expected to maintain its leadership status during the forecast period. The small & medium-sized enterprises segment, on the other hand, is predicted to cite the [**fastest CAGR of 12.8%**](https://www.globenewswire.com/Tracker?data=NoB62vlBMXw65Aj3Nzuhd_9BZzsL5hm2cOQVVtdiFh5CMKSiejhBT1sPJR07J8EjuWSxntw4Wl3UKITrD2D658IC2uYII08TyhL1-cuPG7V4QkGNmFF1FXPzgIe7WxL0YsFJ0WnyBLeZuSm16O3zuv9OzQRyqPP_WwAEp-x581wh_HjqItU4n2THXET-xl-u) during the forecast period.

**Based on industry vertical**, the BFSI segment held the largest market share in 2021, garnering nearly one-fourth of the global market, and is expected to maintain its leadership status during the forecast period. The healthcare segment, on the other hand, is expected to cite the fastest CAGR of 14.6% during the forecast period.

**Based on region**, the market across North America held the largest market share in 2021, holding more than one-third of the global market. North America is the largest revenue-generating market due to the presence of some of the prominent consultancy firms catering across a wide range of end-user verticals significantly. On the other hand, the Asia-Pacific region is expected to maintain its leadership status during the forecast period. In addition, the same segment is expected to cite the fastest CAGR of 13.4% during the forecast period

The key players analyzed in the global management consulting services market report include A.T. Kearney, Inc., Accenture, Aon Plc, Bain & Company, Inc., Booz Allen Hamilton Inc., Boston Consulting Group, CGI Inc., Cognizant Technology Solutions, CSC Consulting Services, Deloitte, Ernst & Young, KPMG International Limited, McKinsey & Company, Mercer LLC, PwC, Strategyn LLC, and Sia Partners.

## Competitor Analysis

The management consulting services market is moderately competitive and consists of a few major players. In terms of market share, some of the players currently dominate the market. However, with the advancement in the professional consultancy services, new players are increasing their market presence thereby expanding their business footprint across the emerging economies.

* October 2019 - Booz Allen has entered into a letter agreement, under its joint venture partnership agreement with the U.S. Department of Commerce’s National Technical Information Service (NTIS), to assist the U.S. Department of Defense’s (DoD) Joint Artificial Intelligence Center (JAIC). Booz Allen is collaborating with NTIS in its mission to provide innovative data services to federal agencies, through joint venture partnerships with the private sector, to

advance federal data priorities, promote economic growth, and enable operational excellence.

* October 2018 - Bain & Company and Endava have entered into a global strategic partnership, combining Bain’s industry-leading management consulting services with Endava’s world-class strategy-led enterprise delivery and next-gen technology services. The Bain-Endava partnership brings together deep skills in business and technology strategy, product ideation, technology development & deployment, and organizational change management to help support clients through successful transformations.

## Management Consulting Market Trends

Continued Digitization

Expect continued digitization and a digital response to the growing need to adapt more quickly to client needs via operations, structure, and terms of service. While management consulting continues as a labor-intensive business service, other industries already moved to digitization. Consulting services have just begun to shift from relying on humans for research, analysis, process, management, and facilitation. This trend will transform consulting from its current billable hours and time-based business model into a flat-rate system.

Legislation Shaping Business

Legislative legislation changes affect how management consulting in the UK and the US do business. In the UK, Brexit continues to affect business conduct. In the US, continued decisions in the areas of work for hire and intellectual property as well as “claims made” vs. “occurrence” liability insurance coverage continue to affect day-to-day business conduct. These legal issues must be clarified so the business can run smoothly.

Market Focus

As management consulting grows, it continues to split into two market divisions – one, a low-cost, commoditized sector and, two, a high-value, specialized consulting sector. This division forces each consultancy to devise ways to address both markets, causing a transformation in the areas of business models, pricing structures, and brand architecture.

Digital Integration

Management consultancies continue to experience coping issues with digital technologies and the new business models that have developed. The 2023 trend will be for consultancies to develop comprehensive digital strategies and revamp the existing business and operational models in a manner that continues to connect the C-level with stakeholders.

Fail Fast Methodology

Consultancies will adopt an agile development mentality leveraging the “fail fast” notion. While digitation comprises part of the business growth, the industry will continue to realize that money on its own does not buy innovation. While kaizen typifies most manufacturing lines today, the management consulting industry will continue to adopt relevant pieces of its tenets to adapt to the growing automation and changes in business models and operations.

Recruiting New Talent

Recruiting new talent continues to move from traditional top-tier universities to focus on skill sets. While a Bachelor’s degree continues as an entry-level requirement, consultancies continue to look past only the top few schools’ graduates instead of investigating who has the top skillset. Recruiters discover people through presentations and posters at relevant academic conferences and from those completing internships in the area. As retention becomes an issue, consulting firms will continue to move from a people to a product standpoint.

Multi-sourcing Mode

Both a challenge and a trend, the management consulting industry continues moving into a multi-sourcing model. This refers to them working with niche firms and other similar consultancies. Multi-sourcing takes many forms, including large generalist firms partnering with small niche specialists; management consulting firms partnering with consultants outside the industry; consultancies partnering with academics, digital agencies, and technology companies.

Crowdsourced Talent

These partnerships bear similarity to, but differ from, crowdsourced consulting firms, a disruptive business model that lets clients hire piecemeal from niche firms or freelancers that quickly turn around necessary products and services to them with little to no overhead. Crowdsourcing beats large firms on price, turnaround time, and often, quality.

Consulting Firm Selection Process

Related to that, clients have changed the method of vetting and choosing consultants. They now use online services that let them perform research to determine which consultancy best serve their needs. The speed of these services and the decreased cost of leveraging these Internet databases concern many larger consultancies since it makes it easy for clients to quickly find a subject matter expert (SME). It eliminates the “who you know” aspect and referrals and reduces hiring to pure expertise. It also eliminates the reputation aspect of choosing a consultancy. An established firm with a reputation that required decades to build may be passed over for an SME with specific knowledge. A related trend is that of building in-house teams from former consultants. These internal “SWOT teams” eliminate the need for external consultants.

Continued Education

Between changing business models, digitization, freelancers, and SMEs entering the competitive field, business management consulting continues to require new consultants and analysts with developing skill sets. These individuals can continue to burgeoning innovation in the field and meet the pace of technological change in the industry. All individuals in the field must transition to a practice of constant education if they do not already adhere to a continuing education mindset. This education relates to more than their specific knowledge area and includes embracing new skills such as big data analysis, data mining, data cleansing, and data strategy.

### Management Consulting Stats and Growth Projections in 2023

* Today, the management consulting industry has a net worth of $250 billion. This massive, highly profitable industry continues to grow globally, with industry hotspots in the UK and the US.
* Globally, more than 700,000 consulting firms provide a range of services, including general consulting and those focusing on niche topics such as finance, information technology (IT), human resources (HR), operations, strategy, and taxation.
* The US management consulting industry exhibited similar growth, growing 7.7 percent to $55 billion during the same period. In the US, the trend toward businesses leveraging consultants, thus causing industry growth continues.
* The largest consultancies, known as The Big Four – Deloitte, EY, KPMG, and PwC – outperformed high-growth and overall consulting markets. Those four consultancies exhibited a growth of 11.5 percent to £2.55 billion.
* Globally, the management consulting industry also continues to grow. In the past year, it exhibited a 4.1 percent growth rate. Expect this to continue as niche consulting firms pop up to serve clients locally and as the freelance consulting industry grows online. The cloud provides ready access to SMEs in virtually every topic.
* Governments spend significant amounts on management consultants rather than leverage their internal SMEs. In 2018, the US federal government spent $25,270,552,818 in the management consulting industry, awarding 27,813 contracts to 5,609 firms. These contracts had an average per company value of $4,505,358.
* The job growth rate in 2023 for management consulting and analysts is 14 percent, much faster than the average job outlook.
* Of course, far more challenges and opportunities exist for the industry. Adjusting to digitization presents its largest challenge. While many industries, from marketing to healthcare, utilize big data and business automation processes, as discussed, this has not reached management consulting yet. This transformation must occur for the industry to continue to grow. As other industries grow by leveraging automation, those consultants directing business processes cannot remain behind the times.

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## 5.2 Competitors Summary

Our company is forming its own market with the unique concept and outstanding market strategy which has passed very well during our random market test. **Optimize Management Group, LLC** will ensure that all our customers are given first class treatment whenever they visit us. We will ensure that we get our customers involved when making some business decisions that directly affect them.

We have done our homework and we have been able to highlight some factors that will give us a competitive advantage in the marketplace; some of the factors are competence, trust, honesty, effectiveness and excellent relationship management. We are committed to the client’s satisfaction and fulfilling their demands. The following are what we believe in making us unique.

* **Professionalism:** Every member associated with our company will appear as professional as possible, to help us achieve a significant edge in the business.
* **Exceptional Services:** We will approach all our customers with all sense of touches of humor so that they feel the fun of patronizing us more.
* **Recommendation:** We are confident of delivering exceptional customer services; thus, it will enhance the confidence of our customers to refer us to others. Risks are managed even before they are encountered.

# 6.0 Organization

We are aware of the importance of building a solid business structure that can support the picture of the kind of world-class business we want to own. This is why we are committed to only hire the best hands within our area of operation. At **Optimize Management Group, LLC**, we will ensure that we hire people that are qualified, hardworking, creative, and customer-centric and are ready to work to help us build a prosperous business that will benefit us, them, our customers, and stakeholders.

## 6.1 Management Structure

The owner makes all the decisions concerning the business. When other staff finally comes on board, the founder will work hand-in-hand with them. As Chief Executive Officer (CEO) - **Ayanna Tunsil**, the owner is tasked with different duties and responsibilities. Some of these roles and responsibilities;

* Employee hiring, training, and firing
* Dictating the direction of the business
* Cross-checking the effectiveness of sales and marketing plan
* Signing documents relating to the business
* Identifies problems, makes decisions, and evaluates the result
* Heading the management team of the business
* Periodically evaluates performance and develops action plans
* Developing a monthly sales plan
* Organizing meetings with different bodies regarding the business
* Preparing materials relating to the business
* Successfully implements company policy
* Develops strategic plans
* Builds and maintains an effective management system

## 6.2 Management Team

**Optimize Management Group, LLC** is under the management of Ayanna Tunsil - Founder and CEO; a very passionate and open-minded individual that is been supported by 2 team of credible and committed individuals who are prepared to harness all their strength, availability, and professionalism to catapult the business to a greater height.

Ayanna Tunsil is a smart and proficient management expert, who is ready to launch out greatly in this business. Her dynamic experience, knowledge and skills in project management are a great gain to move this company forward.

**Optimize Management Group, LLC** have an insatiable desire to create value by creating the strategies, designing the sales and business development plans, establishing the relationships with clients and partners, capturing strategic contracts, and achieving high customer satisfaction and retention rates.