

MANAGEMENT CONSULTING GROUP (MCG)

ABOUT MCG

2022-2023



INFO PACKAGE
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MCG

Management
Consulting
Group

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LETTER FROM OUR 2022-2023 MANAGING PARTNERS

As we enter into our 8th year, the Management Consulting Group (MCG) at the University of Toronto Scarborough (UTSC) campus is delighted to undertake another year of pro-bono consults, workshops, case competitions, and networking events. We are honoured to take on the role of co-Managing Partners for the 2022-2023 academic year. Both of us are ecstatic to work with such an amazing and highly talented multidisciplinary executive team. Our group continuously goes through rigorous industry training which has led to several MCG alumni pursuing full-time careers in consulting at various Fortune 500 companies.

At MCG we strive to promote the consulting career path to students while focusing on enhancing their skillset. Our mandate has and always will be to raise awareness for the consulting profession, continue the development of student aptitude, and achieve excellence in all areas of work. For the 2022-23 academic year, we aim to have a hybrid delivery model, with some events being completely virtual and others in-person.

On behalf of MCG, we would like to sincerely thank you for taking the time to review our info package. Please let us know if you any questions or concerns, and we look forward to hearing back from you to discuss future partnerships!

Sincerely,
Safwan and Sooraj



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ABOUT US



The Management Consulting Group (MCG) is the premier student consulting organization at the University of Toronto Scarborough (UTSC) campus. MCG focuses on helping students get real consulting experiences while enhancing their recruitment opportunities and skills. Students will have the chance to assist in consulting projects within organizations of different sizes and industries. MCG continuously focuses on building mutually beneficial relationships between consulting alumni and BBA students. Our engagements are filled by teams of highly talented student consultants receiving practical industry training, experience, and guidance from our advisors. Additionally, MCG leverages talent and resources to organize events on-campus in support of BBA students.

OUR MISSION



Since its inception in 2015, the group's goal has been two-fold: to provide students with a realistic glimpse of what consulting is like, but also to equip them with hands on experience through working with clients. MCG has worked with a variety of businesses from start-ups to corporations to Universities, in order to create relevant short-term and long-term marketing, data, and financial strategy-based solutions.



Aside from working with clients, MCG has hosted case competitions with BCG and created mentorship programs with consultants from Monitor Deloitte, P&G, EY, & BCG to create and cultivate a genuine interest in consulting at the University of Toronto campus.

WHY WORK WITH US



INVEST IN TOMORROW'S WORKFORCE

The University of Toronto is regularly regarded as Canada's top university and is praised for producing career-ready graduates. This is why UofT continuously attracts some of the world's brightest business students year after year. With real-time business simulations, rigorous academics, professional skills preparations, and world-class teaching by faculty experts, the University of Toronto Scarborough's Management program truly offers students the experience to lead. A consult with MCG gives your firm the opportunity to be positively impacted by a new cohort of future consultants. All partnering firms will receive a resume handbook of all MCG members.

CORE OBJECTIVES

MCG strives to add value for both clients and students by:

Solving clients toughest issues and helping to make a long-lasting impact within the community

Recruiting the brightest and most diverse talent from campus and providing these students with valuable hands-on consulting experience; via participating in all stages of the consulting process, from strategic analysis and formulation to presentation and implementation.

Enriching the student community through various educational events and workshops.

Helping equip members with the necessary knowledge and tools needed to successfully launch a career in consulting.

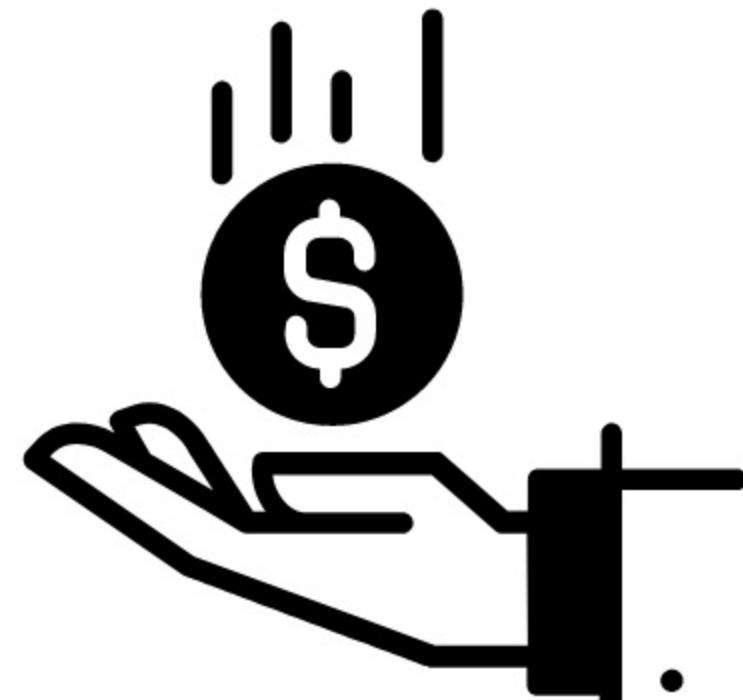
FINANCIAL STRATEGY

The Financial Strategy arm at MCG offers student-led consulting services by conducting a thorough analysis of the financial infrastructure of our clients to optimize their financial position. Our group of consultants take on an approach that promotes sustainable change for our clients in order to maximize their operational efficiency. We provide value through financial analysis of the company while also delving deeper into its respective industry. This allows us to provide clients with relevant key insights which can help their business perform optimally. An open line of communication is of great importance to us, as understanding and aligning our work with the client's goals is integral in our analysis.

Furthermore, the team takes pride in being able to offer our clients a variety of analysis, including but not limited to: a budgeting strategy to help achieve organizational goals, data-driven projections/valuations, research-driven pricing analysis to aid in making informed decisions, and a deep dive into cost optimization techniques. Our team hopes to provide solutions to challenges faced by our clients by utilizing our learned business acumen & extensive economic and financial knowledge to ensure our clients are maximizing their potential and capabilities through efficient data-driven decisions.

WHAT WE OFFER:

- *Financial Analysis and Modelling (e.g. Valuation, Projections)*
- *Pricing Analysis (Optimal, Competitive, Sensitivity)*
- *Budgeting Strategy*
- *Data-driven strategic advisory*
- *Target Market Identification*
- *Industry Research*



MARKETING STRATEGY

The Marketing Strategy arm at MCG provides the most cutting edge, effective and innovative marketing solutions to meet our clients' needs and help their business grow. Our core services are composed of a few key pillars. For one, with access to the largest academic repository in

Canada, our team is able to provide the latest research-backed recommendations in understanding market capacity, trends, growth, changes in consumers' preferences, and more. We take a deep dive into the competitive analysis and the market industry by creating a SWOT analysis and researching the market segmentation to get a better understanding of how to improve in the current market.

With training and guidance from one of the biggest schools in Canada, our team has the knowledge to develop creative solutions for traditional and digital campaigns from conception to execution. Our team is meticulous and finds creative approaches to problems with a new perspective. Additionally, with the availability of the University's database, our team will look at a company's brand, and their public image. We will look into what makes the company distinct from their competitors and the consumer's general view on the brand versus their competitors.

WHAT WE OFFER:

- *Market Research (e.g. PEST)*
- *Industry/Competitive Analysis (e.g. SWOT, Porter's Five Forces)*
- *Go-To-Market Strategy*
- *Campaign Planning Assistance*
- *Branding Guidelines & Strategy*



IT & DATA ANALYTICS

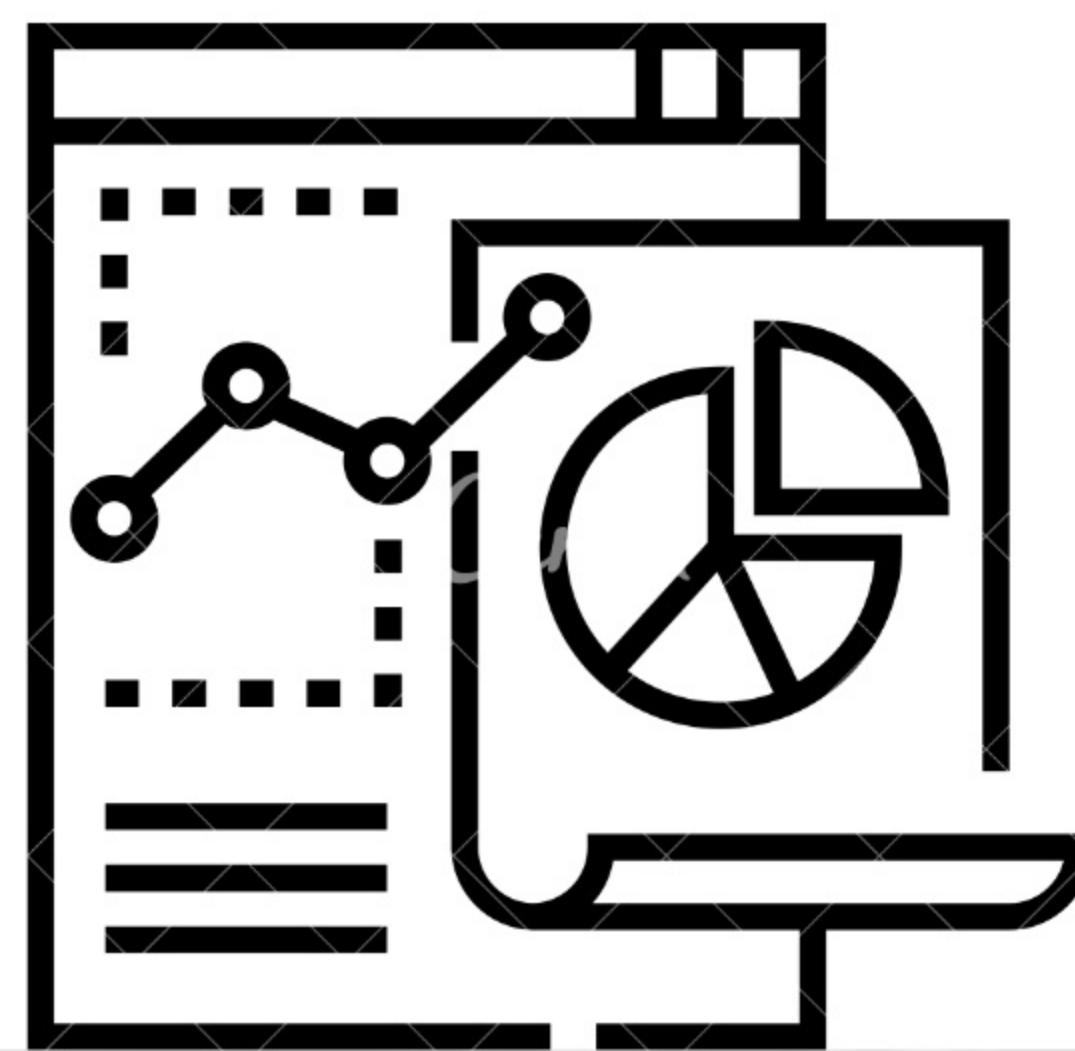
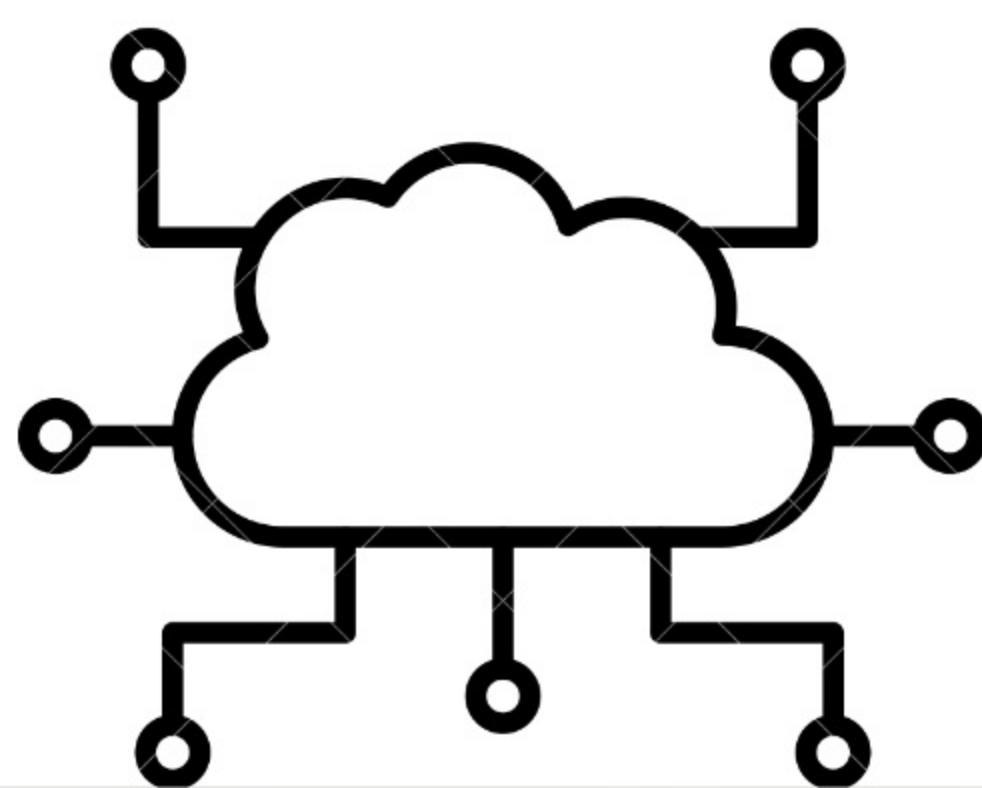
The IT & Data Analytics arm at MCG provides an array of services. Our group of consultants can develop insight and suggestions for coding & data analysis, assist clients to select the optimal programming language & code structure, and offers insight on the tech field, industry trends & market data.

The team is capable of supporting the feasibility of new strategies with coding and data, proving or disproving current hypothesized company problems by backing them with qualitative and quantitative information and play a general support role for any task or problem that requires data analysis and technical support.

We make use of a logical and methodical approach in utilizing data that can be manipulated to add value to any problem. Our team is familiar with analysis tools such as SQL, Python, Excel Functions, Power BI & VBA and uses these tools to help our clients to identify trends and issues that explain the story.

WHAT WE OFFER:

- *Data Analysis and Visualization (e.g. Power BI, Tableau)*
- *Programming Implementation and Optimization (e.g. Python, C++)*
- *Software Evaluation and Selection*
- *Data Governance Strategy*
- *Market Research*



PREVIOUS CLIENTS

Annual Clients: 2-4

Demographic of Clients: SME, startups, and student led business initiatives

Average Engagement length: 1 - 3 months

Industries: Online Grocery & E-commerce, Information Technology services, Cosmetics, Healthy Foods, Cryptocurrency

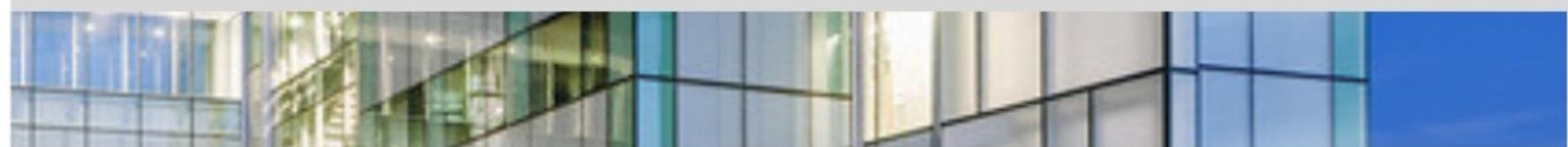
Online Grocery & E-commerce: Delivered detailed data reports to increase promotional efficiency for the client. Over a 35 day engagement, MCG provided a comprehensive strategy to improve the financial, marketing and data analytics of the company. We delivered cost optimization techniques by streamlining the supply chain, reduced grocery delivery times to maximize customer satisfaction and provided new promotional offers based on customer analytics to increase loyalty to customers. Clients were highly satisfied with deliverables and returned to MCG for a 2nd consultation.



Cosmetics and Retail: Client objective was to aggressively increase sales over a short time horizon. After initial proposal meetings and data handover, MCG's marketing team created a holistic marketing campaign to use targeted social media advertising and direct university relationships to drive sales. This campaign focused on the untapped market of university students who are unaware of the promotional offers available with the client. Our marketing plan emphasized our client's relatability to students since it was a startup by a recent graduate. Engagement was successful and was retained for a deep data collection consultation shortly after.



Healthy Foods: Developed a go-to-market strategy for our client to introduce a new health beverage. Conducted customer surveys, approximated potential demand and forecasted a sales plan for the given year. The Go-to-market emphasized upon authentic and organic features of the product to bring in health-conscious customers. At the shortest engagement of just 25 days, our team was able to support our client's needs in a time-sensitive manner and deliver effective solutions as promised.



Cryptocurrency: Re-engineered a cryptocurrency application to make it more intuitive for a higher retention rate. Analyzed company data to provide valuable insights and developed a monetization strategy based on the client's requirements. Additionally, we ran in-depth simulations and external surveys to collect market data and provided a suitable penetration strategy for the same. Delivered solutions over a 45 day engagement and client's were highly satisfied with the proposals.



READY TO MOVE FORWARD?



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CONSULTING GROUP**

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Thank you for your time. We are committed to creating long-lasting relationships and worthwhile experiences for you and your company. If you have any questions or concerns please feel free to get in touch with the MCG team at mcg.utsc@gmail.com or @MCG_UTSC on Instagram.

