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**Project Selection Analysis**

To select our client, our project manager, John-Joshua, asked us to contact 3 businesses that would be willing to do the project. We all had separate strategies on how we searched for clients. Some of us did research and looked into small local businesses and contacted them. Others took a day out to visit small businesses near them. A few of us knew people with local businesses and reached out to them. Our team reached out to various companies including book stores, grocery stores, and bakeries. Yet, all the companies were showing disinterest. After a week and a half, none of our team members were able to meet our goal. So, we had a discussion concerning why we were not successful. The main problem was we weren’t sure what we were offering. We assumed we were trying to help them with IT issues. John-Joshua explained our purpose to us and some questions we could ask. He stated that we should approach companies not stating that we are trying to improve their IT department. Instead, we will analyze their current problems and figure out how to increase their efficiency and cash flow. With this in mind, we set out again looking for clients still utilizing our same strategies in finding new clients, but employing different narratives in what we could offer them. In the end, we had 3 potential clients.

Our first potential client was a salon named MC hair salon discovered by Fayal. She was able to speak to the owner and the owner was interested in Final Path Consulting helping her. On Fayal’s initial visits, she discovered the owner was steadily losing customers. She wanted to improve customer communication, improve marketing and advertising strategies to attract new customers, and improve her current scheduling and inventory database. The reason we chose not to work with her was Fayal was trying to follow up with the owner and she was having trouble getting in touch with her. Eventually, the owner responded and stated she was uninterested because she was not able to commit since she was too busy.

Our second potential client was a manufacturing company named Umbilicals International discovered by Chantera. She focused on the accounting department because it consisted of two individuals and her mother worked there so she was familiar with their issues. She talked to the Accounting Manager and deduced their 2 major issues. They wanted to increase communication between other departments and between each other. The manufacturing department gets orders from customers. When they send the orders out, the accounting department is supposed to keep up with the sales so they can collect the money from their customers. The issue is there is no system in place for the accountant department to know when the manufacturing department sends out the products. This caused the business to lose money because some customers were receiving products for free. Another problem was the two the accountant department wanted a database that would merge all their work to increase efficiency and communication between both parties. The reason we decided not to go with this client is that Umbilicals international recently switched CEOs and they were unsure if the new CEO would give them clearance to share information with our Consulting Firm.

Our last potential client was a brewery named Klaus Brewing Company discovered by Sean. Sean was able to secure the brewery as our client. Sean scouted this client because his sister works at the Brewery and is able to discuss problems with him even after hours which would be beneficial to both parties. Klaus Brewing Company’s executives would only have to take minimal time out of their busy work hours to meet with us if deemed appropriate and we would be able to get information quickly when needed. We chose to create for them a loyalty program and order processing system because it would allow us to aid them in their other problems including establishing a computerized order tracking database since the rewards system could potentially allow us to personalize the customer’s orders by keeping track of their favorite orders and giving them rewards on their birthday. The rewards would need an updated website that would advertise the new loyalty rewards and provide more information. It would also potentially give them a better social media presence if an added feature was added that provided a relationship with the rewards system and social media such as giving customers more points for advertising the products by adding pictures while tagging the company official page.

This is a very new company that is looking to expand within the next 5 years to several other locations. If we are able to establish a successful loyalty system, we could provide more profit for Klaus Brewing Company to aid in their expansion since the free advertisement is a byproduct of the loyalty program. We also could create a program that would be adopted in the new locations which would provide more free advertisement and allow the customers to use their perks in all locations. Lastly, Klaus Brewing Company provides food through its partnerships with food truck vendors. The advertisement would not just help our client but the food truck vendors which leads to more profit for all parties. Our client would also develop a reputation that could lead to more partnerships in the future.