



GREATER ROCHESTER

**BLACK  
BUSINESS  
ALLIANCE**

**Spring 2023 Simon Vision Consulting Project**

# TEAM INTRODUCTION



Stephanie R.W. Mickle



Corrin Carroll



Pinghan Xu



Yuxin (Cece) Tang



Ying (Veronica) Huang



Yancheng (Max) Xiang



# AGENDA

- Executive Summary
  - Recommendation Overview
  - Recommendation #1: Stage 1-2 business definition
  - Recommendation #2: Due's structure
  - Recommendation #3: Roles & responsibilities structure
  - Timeline implementation
  - Conclusion
-

# EXECUTIVE SUMMARY

GRBBA became a client of Simon Vision Consulting to gain assistance with improving their promotion and organization development strategy. Our consulting teams research focused on the following.

- Performing **market research** to construct a potential target audience list for the client
- Generating a survey to **investigate** both current and potential clients' needs
- Conducting research on **defining business stages** based on clients' needs
- Providing a list of **platforms** that can support clients' members financially and technically





# RECOMMENDATION OVERVIEW



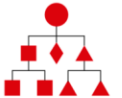
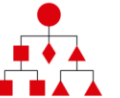










Based on our research we recommend that GRBBA should focus on three key elements that will ensure future progress.

- Divide current membership into stage 1 & stage 2
- Conduct a due's structure to differentiate services
- Construct a clear roles & responsibilities structure

# RECOMMENDATION#1: STAGE 1-2 BUSINESS DEFINITION

**Exhibit 3: Characteristics of Small Business at Each Stage of Development**

	Stage I Existence	Stage II Survival	Stage III-D Success- Disengagement	Stage III-G Success- Growth	Stage IV Take-off	Stage V Resource maturity
MANAGEMENT STYLE	Direct supervision	Supervised supervision	Functional	Functional	Divisional	Line and staff
ORGANIZATION						
EXTENT OF FORMAL SYSTEMS	Minimal to nonexistent	Minimal	Basic	Developing	Maturing	Extensive
MAJOR STRATEGY	Existence	Survival	Maintaining profitable status quo	Get resources for growth	Growth	Return on investment
BUSINESS AND OWNER*						

\*Smaller circle represents owner. Larger circle represents business.

HBR

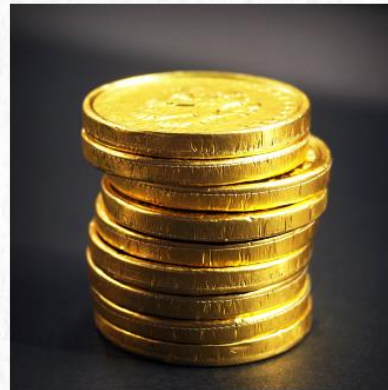
- Harvard business review provided a methodology to divide businesses into different stages.
- By dividing businesses into different stages, we can **better understand the unique challenges** and opportunities that they face at different points in their development. This can help entrepreneurs, investors, and other stakeholders make more informed decisions about how to support and grow businesses at each stage.



# RECOMMENDATION#1: STAGE 1-2 BUSINESS DEFINITION CONTINUED



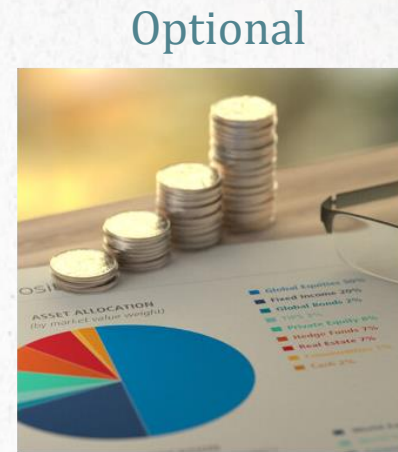
**1.Run the business  
for over 2 years**



**2. Annual revenue  
over 50k**



**3. Number of  
employers over 10**



**4. Have external  
investment**

We recommend GRBBA to focus on all stages of businesses.

## RECOMMENDATION#2: DUE'S STRUCTURE

**\$100**

- Notifications about business opportunities
- Free Admission to all GRBBA Networking Events
- Marketing and Public Relations Opportunities
- 3 Workshops/Trainings

**\$250**

- Notifications about business opportunities
- Free Admission to all GRBBA Networking Events
- Marketing and Public Relations Opportunities
- 7 Workshops
- Post RFP opportunities
- Primary consideration for speaking opportunities
- Exclusive Members Only Sponsorship Opportunities



# \$100

<b>Notifications about business opportunities</b>	A benefit provided by GRBBA to its members is that members receive notifications or alerts about business opportunities that may be relevant to their industry area of expertise. These opportunities may include contracts, tenders, grants, partnerships, collaborations, or other types of business opportunities that may be available in the market.
<b>Free Admission to all GRBBA Networking Events</b>	Members are granted free access to attend all networking events organized by GRBBA. These events can provide members with valuable opportunities to meet and network with other professionals, business owners, and entrepreneurs in their industry or sector, and to establish new connections and partnerships.
<b>Marketing and Public Relations Opportunities</b>	Opportunities to share company events and stories on GRBBA platforms, such as social media, or the GRBBA website. Marketing and public relations opportunities that may arise from collaborations with GRBBA or participation in GRBBA programs or events.
<b>Workshops</b>	GRBBA offers 3 free workshops for the members.

\$250

<b>Post RFP opportunities</b>	GRBBA members can post their own requests for proposals on GRBBA platforms. This can help them connect with potential vendors or suppliers who may be able to fulfill their specific requirements.
<b>Primary consideration for speaking opportunities.</b>	This means that when GRBBA is planning an event or conference and is looking for speakers to present on certain topics, it will consider GRBBA members first before considering other individuals or organizations outside of the membership base. This is a benefit that is offered to GRBBA members to provide them with a platform to share their expertise and insights with a wider audience and to help them establish themselves as thought leaders in their respective fields.
<b>Exclusive Members Only Sponsorship Opportunities</b>	These sponsorship opportunities may include various benefits such as branding and promotional opportunities, networking opportunities, recognition and visibility, and the ability to showcase products or services to a targeted audience.
<b>Workshops</b>	GRBBA offers 7 free workshops for the members.



# RECOMMENDATION #3: ROLES & RESPONSIBILITIES

## 1. Insightful Programming

- Information Sessions
- Networking events
- Training
- Consulting service
  - Financial Oversight
  - Start/grow a business

## 2. Marketing role (IG, LinkedIn, FB, website)

## 3. Logistics role



# TIMELINE



## Marketing

- 1 month
- Enhancing marketing chair role
- Local university partnerships to find interns



## Logistics

- 5 – 6 months
- Enhancing membership chair role
- Analyzing, tracking, and updating existing members' and prospective members needs



## Insightful Programming

- 2 months
- Enhancing programming chair role
- Building partnerships with local vendors and surrounding area Chambers of Commerce's





# RESOURCES

- <https://www.grbba.org/our-board/>
  - <https://www.nysbdc.org/>
  - <https://www.rochester.edu/college/bsb/>
  - <https://www.iberio.org/about/>
-