



CEFAM | CONSULTING GROUP

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OVERVIEW

- Introduction
- Creation & Difficulties
- The CEFAM Consulting Group
- Positive Aspects
- Conclusion: Return On Investment



INTRODUCTION

■ What is a junior consulting association?

- Student association
- Consulting projects
- Realized by students
- Specialized in the school's fields
- Supervised by a faculty member
- Same missions as the Big Four



pwc

Deloitte.



ERNST & YOUNG

JUNIOR CONSULTING ASSOCIATION

Business Schools

Marketing

Finance

Management

IDRAC

Engineering Schools

Mathematics

Computer science

Energy



Agricultural Schools

Food industry

Technical studies

Technologies



PROJECT: LYON HOCKEY CLUB

- Fall Semester 2011
- Lyon Hockey Club
- Strategic Business Analysis: MBA class
- 1 mission
- 3 projects
 - Optimization of the customer database
 - E-communication campaign
 - Product range expansion



NON FORMAL ASSOCIATION: FOR FREE

JUNIOR ENTREPRISE

■ What is a Junior Enterprise?

- 1967: CNJE
- 150 Junior Entreprises in France
- Official entity
- Accreditation for quality
- Paid **€ 3000 to € 5000**
 - EM Lyon
 - ESC Grenoble





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CREATION & DIFFICULTIES

MARKETING MIX: THE SERVICE

The CEFAM Consulting Group offers consulting services in the field of marketing, finance, corporate strategy, and entrepreneurship to companies which wish to be involved in commercial exchanges between the French and the American market coupled with companies interested in other English-speaking markets.



FIELDS OF STUDY

MARKETING

Market study
Satisfaction assessment
Brand image study
Marketing mix optimization
Product development

FINANCE

Study of financial products and financial norms
Investment strategies analysis
Study of financial norms in North America

CORPORATE STRATEGY

study for international expansion
study for implantations
strategic positioning analysis
growth strategy analysis

ENTREPRENEURSHIP

Business plan and business model
Sales pitch
Market study
Product launching
Study for implantations

MARKETING MIX: PRICING STRATEGY

- Customized strategy fitting each client's project
- Depending on:
 - Extent of the project
 - Required human resources
 - Other required resources



MARKETING MIX: PRICING STRATEGY

A company based in Lyon wants to launch a new product. They need help with the marketing mix, the product launch, as well as the commercial prospection.

Numbers of tasks	3
Price per task	300
Numbers of people needed	3 teams of 4 students = 12 students
Human Resources Costs	75% of SMIC (€ 9.22/hour) = € 6.91
Amount of time necessary	Basis of 3 hours of work per week during 2 months = 24 hours/student
Other expenses	€ 250
TOTAL PRICE	Task + human resources + other expenses = € 900 + (12 students * 24 hours * € 6.92) + € 250 = € 3140

MARKETING MIX: PROMOTIONAL STRATEGY

- Offline communication channels

- Professional events and trade shows
- Press and specialized magazines
- Local radio

- Online communication channels

- Website
- Social media (LinkedIn, Viadeo, Twitter and Facebook)



MARKETING MIX: DISTRIBUTION CHANNELS

- Objective: manage sales of its consulting services and manage relationships with clients
- 3 key channels:
 - Face-to-face contacts
 - Internet channels
 - Phone contacts



CCG ESTABLISHMENT

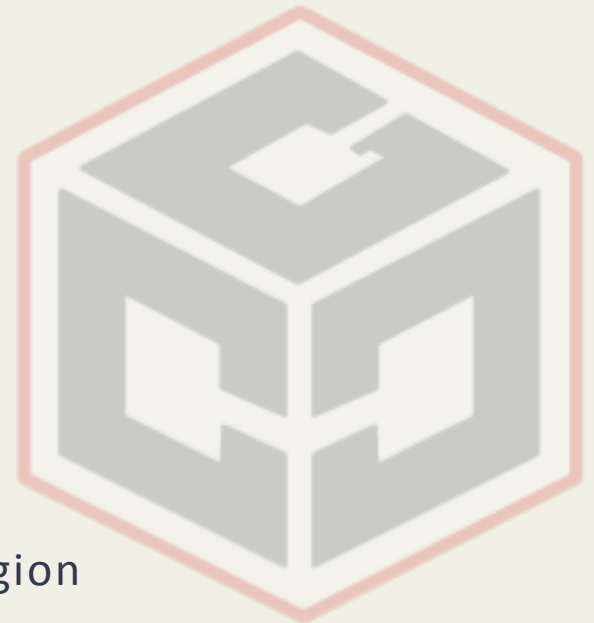
■ Address



UPI René Cassin
47 rue Sergent Michel Berthet
69009 Lyon

■ Advantages

- High technology
- Proximity to transportation
- Well known
- Diversity of schools
- Attractiveness of Lyon and the Rhône-Alpes region



FACILITIES & EQUIPMENT

- Official office with computer + landline phone
- Legal licenses for software
- Email address: **example@cefam.fr**
- Contact until official creation
 - **Person in charge:** +33 (0)4 72 XX XX XX



ADMINISTRATIVE CREATION

- After completing the 2 previous steps: **administrative creation** at the Rhône-Alpes Préfecture
- After founding **general assembly**
- Several **documents** to provide:
 - Association statutes
 - CERFA documents
 - Declaration for the creation
 - List of administrative members + functions
 - Certification of location
 - Registration at the Official Journal



ADDITIONAL PHASES

- Agreement on policies and procedures
 - State the rules concerning business process, expected behavior from students
 - Agreements from the whole MBA class
- Creation of a website
 - Detailed information about the association, its services, the basic process, testimonials, contact information, presentation of the team
 - Downloadable brochure
- Strong presence on social networks
- Opening of a bank account



CHALLENGES

- Threat of no business between semesters and summer sessions
- Only one-year MBA class
 - Change every year / no continuity
- New association
 - Image to be built



HOW TO OVERCOME THE CHALLENGES?

TAKE ADVANTAGE OF WEAKNESSES

→ Ongoing process

- During non-class periods, expand range of services
 - SMI in China: expand services to the Chinese market
- Meet with future MBA students coming from CEFAM
 - Get them interested and involved within the CEFAM Consulting Group
- Use of new technologies
 - Phone, video conference, emails, document sharing, internet





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YOUR OWN ASSOCIATION

CEFAM CONSULTING GROUP

- **Name:** CEFAM Consulting Group
- **Slogan:** Partners in success
- **Contact:** Person in charge
- **Email:** example@cefam.fr



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THE CEFAM CONSULTING GROUP

Name

Simple

Prestige

Acronym

Slogan

Few words

Summarize

Goal

Logo

Uncluttered

Simple yet
complex

Strategic

BROCHURE

- 3 part brochure
- Inside: Dedicated to the association
 - Page 1: Description of the CEFAM Consulting Group
 - Page 2: How is a project conducted?
 - Page 3: Our strengths = the MBA students
- Outside
 - Page 1: Testimonials from the LHC, CEFAM officials & MBA student
 - Page 2: Contact information & CEFAM partners





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POSITIVE ASPECTS

POSITIVE ASPECTS OF A JUNIOR ASSOCIATION

FOR THE STUDENTS

Experience

Company case

Real professional
experience

Application of theories

Opportunity to use
theories in real life

Understanding of
the utility of
theories

POSITIVE ASPECTS OF A JUNIOR ASSOCIATION

FOR THE STUDENTS

On a CV

Ability to work for a company

Valuable professional experience

As a team leader

Management experience

Seeking business opportunities

POSITIVE ASPECTS OF A JUNIOR ASSOCIATION

FOR THE CLIENTS

Price

Less expensive than professional companies

Adapted to their budget

Professional service

Project conducted by future professionals in these activities

Team managed by a professor

Time effective project

Long period of time to evaluate the different aspects

Continuous application

POSITIVE ASPECTS OF A JUNIOR ASSOCIATION

FOR THE SCHOOL

Attract students

Budget

CV

Network

Reputation

Better visibility

Credibility of the
MBA program

Network

POSITIVE ASPECTS OF A JUNIOR ASSOCIATION

FOR THE SCHOOL

Partners

Quality of students

Increased value of CEFAM

Budget

New revenue

Link to the Taxe d'Apprentissage

Administration

Students work for CEFAM

Part of the MGMT490 class

POSITIVE ASPECTS OF A JUNIOR ENTREPRISE

BEING PART OF THE CNJE

Increases the
visibility of the
junior association

Wide network
between all the
Junior Entreprises

Visibility in France

Quality
certification

Awards on
different aspects of
junior associations

Justifies the price



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CONCLUSION: RETURN ON INVESTMENT

CONCLUSION

- Long and complex process
- Tough during the next couples of year
- Being Junior Enterprise accredited is difficult

BUT...

- Advantages for the school
- Students will get involved in the association
- Part of the MGMT 490 class
- Renewed image for CEFAM



THANK YOU FOR YOUR
ATTENTION