

CAPSTONE PROJECT

Business Analysis Report

Smitherson Capital Investment Firm
(Capstone Case 2)

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Smitherson Capital Investment Firm – Business Analysis Report

Executive Summary

Smitherson Capital Investment Firm (Smith-Cap) is a 138-year-old institution facing challenges of modern relevance. A transition in leadership to Helen Smitherson-Roy and the initiation of a Business and Digital Transformation project led by her son, Ryan Roy, presents an opportunity to address these issues. This report provides an analysis of the organization, project, and client expectations, based on the case study.

1. KYO – Know Your Organization

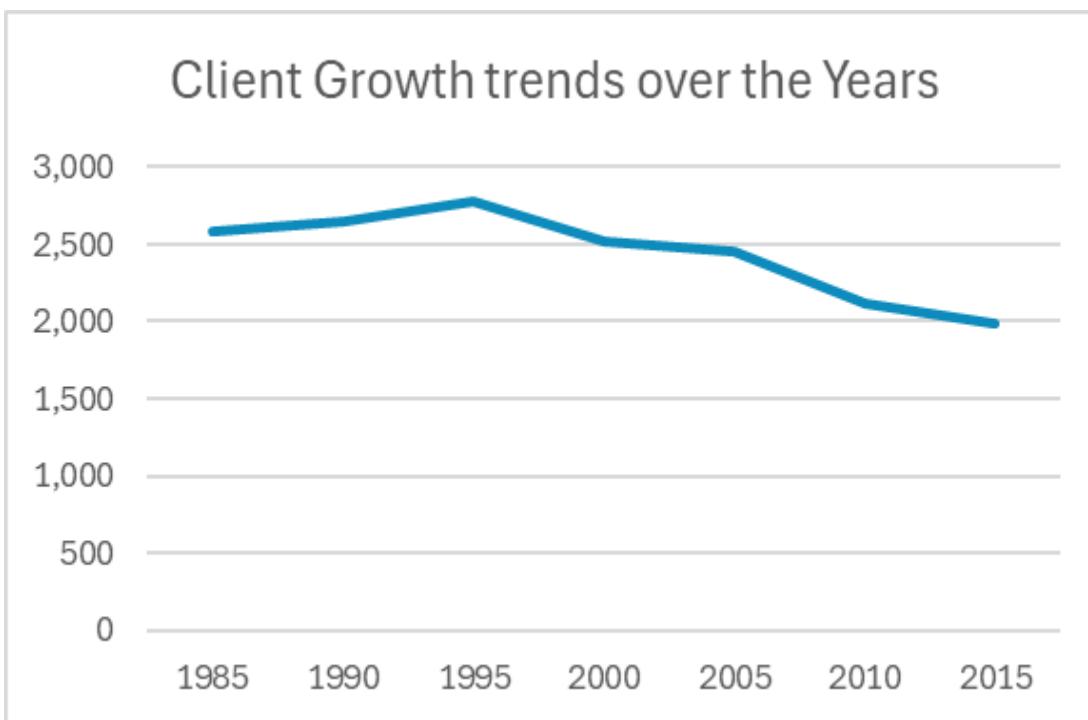
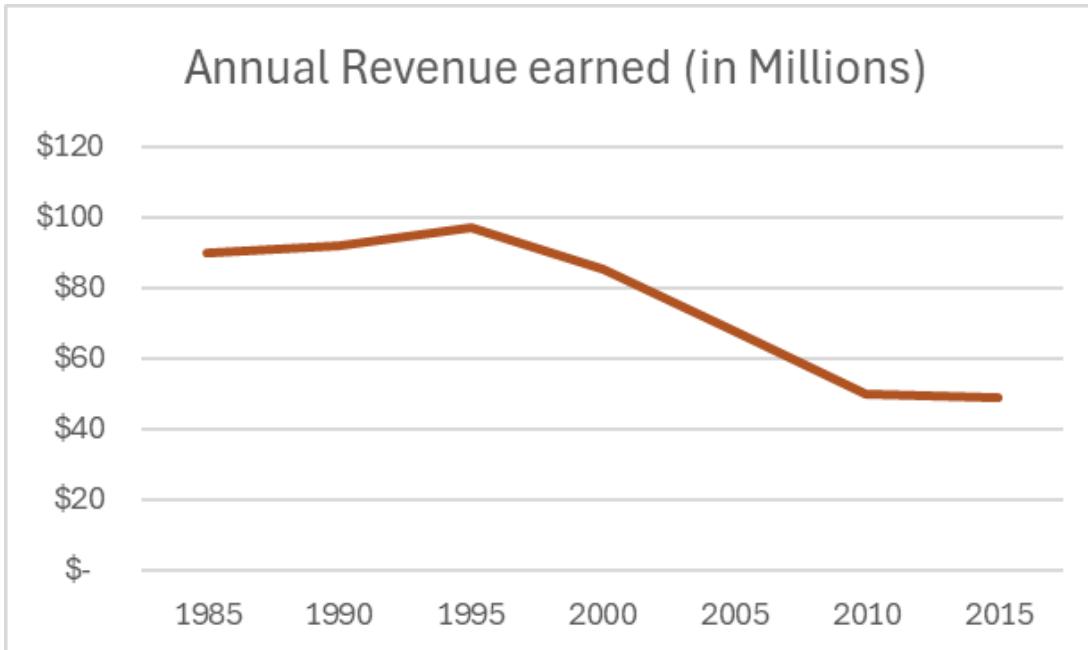
Company Overview

- **Name:** Smitherson Capital Investment Firm
- **Heritage:** Established in 1887, Smith-Cap is a legacy institution catering to "old money."
- **Leadership:** The organization is currently transitioning leadership from Albert IV (CEO) to Helen Smitherson-Roy (President).
- **Industry:** Wealth Management & Investment Advisory
- **Workforce:** Staffed primarily by white male advisors averaging 57.4 years of age.
- **Client Base:** Aging clientele (average age: 73 years) whose assets often transfer to competitors upon inheritance.

Current Challenges & Risks

Challenge	Impact	Key Concern
Aging Client Base	Avg. client age = 73	Wealth transfers to other firms upon inheritance
Workforce Aging & High Turnover	Avg. Advisor age = 57.4	Firm lacks young, diverse talent
Limited Digital Adoption	<20% use online portal	Clients prefer mailed statements, slowing digital transition
Outdated Brand Image	Traditional & exclusive	Unattractive to younger investors
Competitor Pressure	Competes with 5 major banks	Rivals focus on high-net-worth clients, ignoring emerging investors
High Staff Turnover	22 new inexperienced hires	Retaining advisors is a challenge

Smitherson Capital Investment Firm Growth Trends over the Years



Competitive Positioning

Factor	Smith-Cap	Competitors (5 Banks)
Technology	Basic online portal	Advanced digital banking & AI-based advisory
Marketing	Low spending, word-of-mouth	High digital marketing budget
Target Clients	Wealthy retirees (avg. 73 years)	High-net-worth individuals & corporations
Advisors	Aging workforce, high turnover	Younger, well-trained advisors
Key Opportunity	Focus on emerging investors	Competitors overlook young, high-income potential clients

Opportunities for Growth

- **Digital Transformation:** Improve tech-based services & digital onboarding
- **Diverse Workforce:** Hiring a younger, diverse advisory team to align with the firm's goal of attracting a new generation of clients.
- **Brand Refresh:** Modernize marketing strategies & advisory services
- **Market Expansion:** Expanding digital services to improve accessibility and engagement for next-gen investors
- **New Downtown Toronto Office:** Establishing a new office location in Downtown Toronto to better attract younger, emerging investors and financial advisors, positioning Smith-Cap as a prime financial hub.

2. KYP – Know Your Project

Project Overview

- **Project Name:** Business & Digital Transformation
- **Project Duration:** 5 months – 1 year
- **Budget:** \$400K - \$500K
- **New Office Expansion:** Establishing a Downtown Toronto office

Project Objectives

- Improve digital engagement & client experience
- Increase adoption of online financial services
- Recruit & retain diverse financial advisors
- Modernize Smith-Cap's brand to attract younger investors
- Reduce paper-based processes & transition to digital statements

Project Scope & Deliverables

Focus Area	Key Deliverable
Digital Transformation	Enhance the online portal & introduce mobile banking
Talent & Workforce	Hire diverse financial advisors with competitive benefits. Open a Downtown Toronto office to attract younger, diverse financial advisors
Marketing & Branding	Launch targeted social media & digital campaigns
Client Retention	Develop wealth-building strategies for emerging investors Establish an accessible, modern advisory space in Downtown Toronto to engage next-gen investors

Project Risks & Mitigation

Risk	Impact	Mitigation Strategy
Low digital adoption	Slows paperless transition	Hybrid model (mail + digital incentives)
High advisor turnover	Affects client relationships	Improve compensation & career growth plans
Resistance to change	Clients & staff hesitant	Training sessions & transition strategy

Project Significance

- Strategic & Transformational: Essential for long-term survival & competitiveness
- Market Differentiation: Focus on early-stage wealth builders ignored by competitors

3. KYC – Know Your Client

Primary Stakeholders & Decision-Makers

Stakeholder	Role	Influence on Project
Albert IV	CEO (41% voting stock)	Conservative, hesitant about major changes
Helen Smitherson-Roy	President (33% voting stock)	Key decision-maker supports modernization
Ryan Roy	Project Lead	Advocates for digital transformation & workforce renewal

Client Demographics & Concerns

Client Base	Key Concern
Aging investors (Avg. 73 yrs.)	Likely to transfer wealth to competing firms
Wealthy, conservative clients	Prefer traditional in-person advisory
Low digital adoption (<20%)	Clients still request mailed statements

Client Expectations

- Gradual modernization without disrupting existing relationships
- Improved digital options with incentives for adoption
- Better advisory services with younger, relatable financial advisors
- Increased retention of generational wealth within Smith-Cap

4. Recommendations & Next Steps

Short-Term (0-3 Months): Digital Optimization & Talent Development

1. Enhance the online portal with intuitive user experience, mobile compatibility, and real-time financial tracking.

2. Recruit 10+ diverse financial advisors by offering competitive salaries, performance-based incentives, and targeted outreach.
3. Conduct advisor training on digital engagement tools and modern client interaction strategies.
4. Initiate a phased transition to paperless statements, with opt-in options for mailed statements.

Mid-Term (3-6 Months): Marketing Expansion & Client Engagement

1. Launch targeted digital marketing campaigns, including social media, influencer partnerships, and educational webinars, to attract young investors.
2. Implement a hybrid model where clients can choose between digital or mailed statements based on their preferences.
3. Develop a loyalty program for early-stage investors, offering exclusive financial planning sessions and tailored investment strategies.
4. Strengthen partnerships with universities and young entrepreneur programs to expand the firm's brand reach.

Long-Term (6-12 Months): Full Modernization & Brand Growth

1. Expand wealth management services by introducing new financial products tailored for emerging investors and tech-savvy clients.
2. Scale marketing strategies by leveraging AI-driven client insights and personalized financial planning tools.
3. Develop a mentorship and career development program for new financial advisors to reduce turnover and improve service quality.
4. Establish a long-term digital innovation roadmap to continuously upgrade Smith-Cap's client engagement tools and fintech integrations.

5. Conclusion

Smitherson Capital Investment Firm must embrace modernization to sustain its legacy while appealing to a younger and more diverse clientele. By leveraging digital transformation, refining its workforce strategy, and enhancing client engagement efforts, Smith-Cap can successfully reposition itself for long-term success in the wealth management industry.