

# FRESH IDEAS

## Student Consulting Model



*"A very valuable experience with excellent results on both sides"*

**- Lieutenant-Commander  
Richard T. Billard**

*"We have been involved with SMUBDC on several projects and have always been impressed with their work. The information provided to us by SMUBDC have been useful and practical to our business"*

**- Just Us!, 2006**

### Student Consulting Model Highlights:

- Projects are completed over the duration of a semester, generally 12 weeks
- There is a standard cost-recovery flat fee of \$2500.00 + tax
- The program is offered three times a year beginning in January, May, and September
- Project Types: Business Planning, Market Studies, Promotional Plans, other types will be considered.
- Call **902.429.2992** or email **smubdc@smu.ca**

**Cost-effective Business Solutions  
Experimental Student Learning  
Entrepreneurship**

### The Saint Mary's University Business Development Centre

is a full-service business consulting firm located in downtown Halifax offering a wide range of business consulting services such as Business Planning, Marketing Plans, Feasibility Studies and Strategic Planning. As a division of the Sobey School of Business at Saint Mary's University, SMUBDC has developed a unique program offering our clients cost-effective business solutions, while providing SMU business students with practical experience in the private and public sectors.

### What is the Student Consulting Program?

The Student Consulting Model offers clients quality consulting projects at a reduced fee. Projects are completed by final year Commerce/MBA students under the supervision and guidance of SMUBDC professional business consultants. Additional inputs include Saint Mary's University faculty members from various disciplines lending their expert advice to your project. The Student Consulting program allows students to gain valuable real-world experience while also preparing students to be the business leaders of tomorrow!

### What's in it for you?

Your process begins with a free initial consultation, after which you are provided with a proposal outlining the statement of work. Once on board, your project will be completed by a group of 2 to 3 students. The program offers clients the convenience of fixed timing and fixed costs. Equipped with the very latest in what's happening in our changing world, students offer a fresh look at your project.



*"My experience with the SMUBDC students was very positive. The results received from the primary research provided me with good information. I was able to use this information to move forward with the branding of my business. The students were very professional in their approach and certainly provided me with good value".*

**- Mike McPhee, National Bank Financial**