Illinois Institute of Technology

Strategic Management Team

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Minority Businesses

- Why are Minority Businesses Important?
  - 47,000 Minority Owned Firms (27% of all Businesses)
  - $7.9 Trillion Revenue
  - 68,800 Employees
Latin American Chamber of Commerce

- Why is LACC Important?
  - Minority Business Consulting Group
  - What services do they provide?
    - Business Financing
    - Contract Procurement
    - General Business Consulting
    - Management Development
Our Team Objectives

- **LACC Organization and Strategy**
  - Access their strategy and company structure

- **Problems and Solutions**
  - Discover problems with LACC’s strategy
  - Suggest Initiatives to solve problems

- **Potential Revenue**
  - Offer LACC an analysis of a potential service that can be used as an additional revenue stream
Strategy Map

- Development Process
  - Interviews LACC staff and management
  - Analysis of public documents
  - Observational Analysis

- Use
  - Provides strategy analysis
  - Presented to LACC
  - Potential use to develop new strategy
Assessment Report

- Problems Identified
  - Environmental and Communication Issues
  - Inexperience and lack of motivation
  - Financial & Productivity Decline

- Suggested Solutions
  - New revenue streams
  - Stress Value bundles
Revenue Model

- What is a Business Revenue Model?

- Contents
  - Target Market
  - Marketing and Promotional Information
  - Projected Finances

- Benefits
  - Education of BSC and SMS system
  - Business Plan
Conclusions

- Deliverables Presented to LACC
  - Strategy Map
  - Assessment Report
  - Revenue Model

- What now?
  - LACC Management must work on strategy
  - Solve Problems
  - Improve Revenues

- Questions?