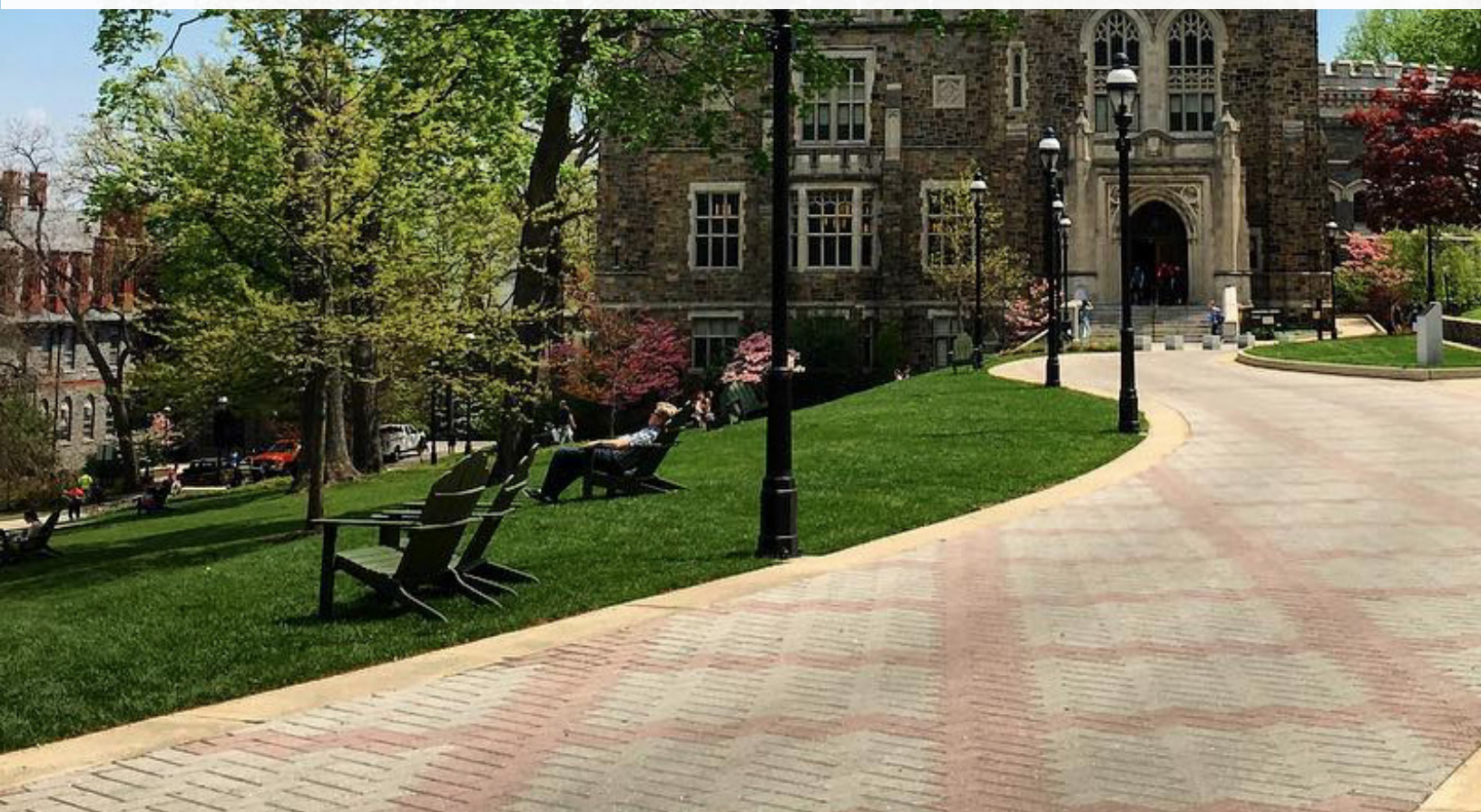




LEHIGH CONSULTING GROUP





# ABOUT US

The Lehigh Consulting Group serves to provide real world business skills while placing a strong focus on leadership and analytics. The purpose of our group is to help the Lehigh University undergraduate community gain necessary skills to achieve a position in consulting upon graduation. LCG facilitates networking between Lehigh Students and consulting professionals, holds business case competitions, and provides information sessions and speaker series that are made available to the entire school's population. LCG also recently introduced a new Analyst Program in which only a select group of individuals who have demonstrated passion and dedication towards a career in consulting are invited to apply. Analysts gain real, hands-on consulting experience by working on projects provided by businesses in the local community.



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I really wanted to expand the network of companies that come to Lehigh. There are a lot of other things out there, and we wanted to explore the definition of what consulting is.

**Josh Blatt** | 2016-17 Lehigh Consulting Group

## WHY WORK WITH US?

- The Lehigh Consulting Group matches the client with a carefully selected group of Lehigh Students who will provide solutions or suggestions in which the client can use free of charge.
- More specifically, the introduction of the Analyst Program has given us access to a group of academically driven students in a wide variety of majors. They all went through an admissions process to properly assess their ability to work on teams for consulting projects.
- The students work on a strict time schedule that allows organizations to receive feedback in a relatively short time period. While other consulting firms can take months for suggestions, we can produce solutions within weeks. This, however, does not come at the expense of quality. We hold all of our project teams to an incredibly high standard of having the customer come first.

# 2018 CONSULTING PROJECT HIGHLIGHTS



- Aided in the guidance of a local Portuguese Restaurant's location decision as well as the most effective marketing strategies in a college town.
- Worked with a local distillery to improve the appeal of their online advertising and website. Additionally, we suggested the idea of community outreach to gain a stronger foothold in the Lehigh Valley community. The bulk of the teams work focused on customer acquisition and retention through a well constructed branding strategy.
- Assisted with an early stage peer-to-peer college clothing rental startup out of Muhlenberg College trying to move to Lehigh's campus. We provided marketing strategies specific to Lehigh's culture that significantly increased the number of accounts and transactions on campus. The project gave the company a better presence at Lehigh as well as a better idea of the scalability of their idea.
- Teamed up with a small clothing company for children with disabilities to properly assess the financial feasibility of per-order individualization.

## JOIN US

Now that you understand the scope of our consulting projects and some of the work we've done, we just want to highlight the value you and your organization can gain from working with us

- The perfect opportunity to gain access to our elite group of Analysts that provide quality services for your company or organization at no cost
- The chance to give Lehigh students exposure to realistic consulting projects before they leave college
- An environment where companies can function as hubs of information and conversation
- A unique position where organizations receive excellent marketing/expansion strategies, market research, and competitor analysis in a short amount of time

**If you are interested** in working with us, please contact us at:  
[lehighconsultinggroup@gmail.com](mailto:lehighconsultinggroup@gmail.com)