



# Avenues Consulting Group

## Client Packet



**avenues consulting is the first project-based consulting club @ the university of southern california**

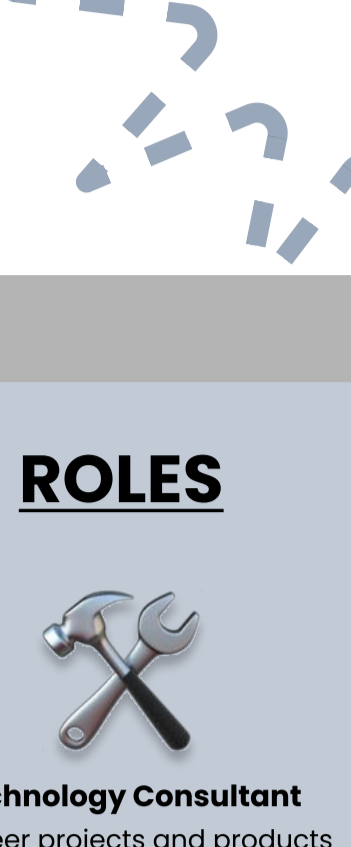
Avenues Consulting Group provides the first project-based approach to student-consulting organizations at USC. This is done through the variations in roles related to both hard and soft skills. Instead of providing a typical consultant to project lead roles, Avenues provides various industry-related consulting opportunities. Members are allowed to change their positions fluidly to explore which roles work best for their professional interests.

Student Consultant Roles:

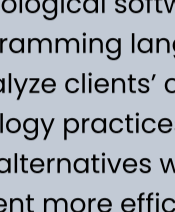
- 1) Design Consultant
- 2) Technology Consultant
- 3) Strategy Consultant

Each client team will consist of a different number of each of these consultant archetypes depending on the needs of the client and the project.

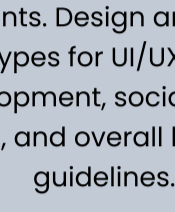
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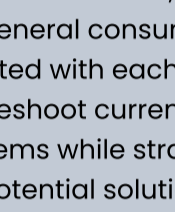
### ROLES



**Technology Consultant**  
 Engineer projects and products for clients through various technological software and programming languages. Analyze clients' current technology practices and look for alternatives ways to implement more efficient or cost effective methods.



**Design Consultant**  
 Research different design mockups and prototypes to target specific customer segments. Design and create prototypes for UI/UX website development, social media assets, and overall branding guidelines.



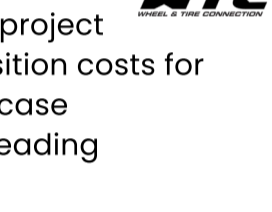
**Strategy Consultant**  
 Provide various decisions and solutions to clients' project proposals. Conduct market research on trends, patterns and general consumer data affiliated with each project. Troubleshoot current existing problems while strategizing potential solutions.

## Previous Client Work



Beyond this, Avenues' clientele focuses on the different pillars of both pre-professional industries and opportunities. Avenues Consulting differentiates itself by collaborating with clients that focus on different industries that are currently not pursued in the Marshall Student Organization space:

### Client #1: "The Network of Care"



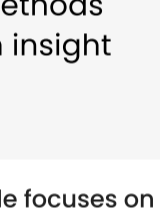
"TNOC" is a non-profit organization based in Northern California that provides care packaging to hospitalized children across the state. The project proposal was to rebrand the marketing and design assets of the organization. Members were required to work on platforms such as Figma to create design frameworks from scratch, while also researching the hospital market and creating solutions to optimize supply.

### Client #2: "Wheel and Tire Connection"



"WTC" is an automotive luxury repair service in Orange County, California. The project proposal was to optimize marketing strategies and decrease customer acquisition costs for the shop. The final project incorporated elements of Power BI to properly showcase consumer data, while using AI to segment customer retention behaviors and leading towards efficient marketing strategies.

### Client #3: "Code Ninjas"



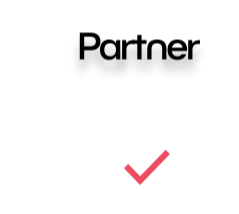
"CN" is a coding franchise located across the world, focusing on providing educational programs for kids. The project proposal is to find solutions to increase brand royalty in franchises in California while also finding optimal locations for franchise expansion.

### Client #4: "Ichioka and Nakao Charitable Foundation"



"INCF" is a non-profit organization founded by the first Japanese individual to attend USC. The project proposal is to redesign the marketing elements of the organization along with reconstructing the website to create a better user interface experience for potential sponsors and grant writing.

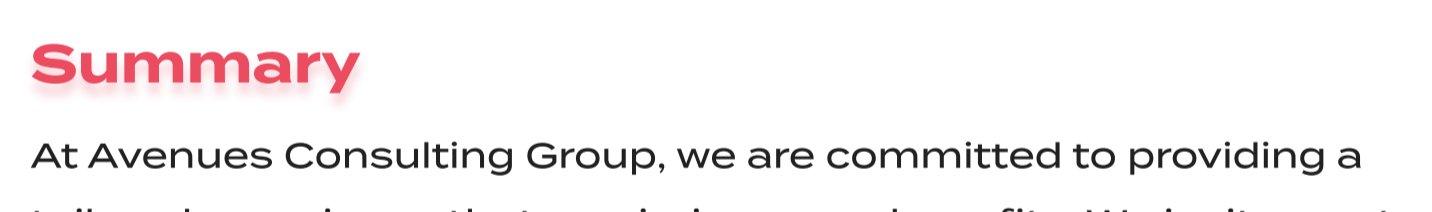
### Client #5: "LinkedIn Learning"



"LinkedIn" is a large networking platform that allows users to connect with industry professionals to propel their careers. In this project, consultants researched several methods to expand LinkedIn Learning on the USC campus. This project allowed students to gain insight into market sizing, user research, and go-to-market strategies.

This Spring semester, Avenues has 11 projects that focus on different industries. More specifically, the clientele focuses on industries and sectors related to education, technology, startups, e-commerce, and beauty to name a few.

#### Previous + Current Clients:



## Client Overview

	Connection	Mentor	Client	Partner
<b>Projects</b> Provide strategy, procedural, organizational, or technological projects for students			✓	✓
<b>Mentorship</b> Create meaningful connections to members and provide professional insight	✓	✓	✓	✓
<b>Hosting Panels</b> Showcase your company and expertise at our meetings as a panelist	✓	✓	✓	✓
<b>Recruitment Opportunities</b> Receive access to member-data, resumes, and host recruitment events with our organization		✓	✓	✓
<b>Sponsorship</b> Brand content will be shared on all social media, logo rights, and merchandise				✓

## Summary

At Avenues Consulting Group, we are committed to providing a tailored experience that maximizes your benefits. We invite you to share your specific needs and goals with us so that we can customize our services accordingly. Simply reach out to us at [uscavenues@gmail.com](mailto:uscavenues@gmail.com), and our dedicated team will respond within 24 hours to initiate the conversation.


in-kind donations are welcome :)

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## Professional Planned Events

Clients interested in hiring out of USC and gauging career interest from current students have the option to participate in Professional Planned Events such as some of the previously hosted ones listed below.

**1. Internal Case Competition:** A case competition is held after the consulting curriculum, where teams receive a prompt a week in advance and are required to present in front of three judges: a KPMG senior consultant, our faculty advisor, and an EY student ambassador. Contestants are placed in teams of 4 to 5 members, experiencing market sizing, go-to-market strategies, and customer acquisition questions. During this time, contestants have the opportunity to gain hands-on experience before being assigned to their client's work and receive feedback. This is a great opportunity for Marshall students, providing the atmosphere of a case competition without such high stakes. Every Marshall student must enter the business world knowing how to present and analyze information to better position themselves.



**2. Fireside Chats:** This opportunity is given to members of Avenues Consulting Group. The aim is to provide members with the opportunity to expand their knowledge about the firm that the guest speaker represents. Previously, we had a consultant from BCG come and speak to our cohort. Members were eager to learn more and inquired about the day-to-day life of a consultant. Throughout the semester, we will host fireside chats with consultants from various firms, allowing Marshall students to network with consultants in a smaller setting.



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## Open Planned Events

Clients who wish to maintain a greater presence at USC have the option to provide open planned events for our consulting club.

- 1. **LinkedIn Workshop:** Our first external event will be our LinkedIn Workshop hosted by Ryan Zervakos. We aim to provide the USC community with the opportunity to enhance their LinkedIn profiles and ask questions of an industry professional. We hope that this event will teach individuals how to optimize their LinkedIn profiles to maximize their opportunities.



- 2. **Networking Night:** Networking Night is open to anyone interested in meeting recruiters from Deloitte, EY-Parthenon and Accenture. This event aims to provide students with the opportunity to meet recruiters who don't often show up to on-campus events and gain insight into firms' recruitment processes. Ultimately, this is the largest event that Avenues Consulting Group will host every semester. We want to provide the Marshall community and beyond with the opportunity to discover consulting, gain valuable information from industry professionals, strengthen their professional network, and meet like-minded individuals.



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