

Re: Management Consulting Group

As a local business owner, I found my partnership with the Management Consulting Group to be beneficial on several levels. First and foremost, their eagerness and accessibility proved valuable when I was looking to research segments of our market and target demographic or solicit feedback from current clientele. They were always able to collect the necessary information and insight and present it to me in a clear, concise format, allowing me to make decisions and take action in an expedited fashion.

One of the decisions I was weighing was which 3<sup>rd</sup> party delivery service I wanted to partner with at Binghamton HOTS. The Consultants surveyed our target demo and compiled their feedback, both positive and negative. They also reached out to the potential partners to learn more about logistics, contractual obligations and other differentiators. In the end, HOTS was able to successfully choose a partner based direct feedback from our target customers in conjunction with factual analysis on what that business relationship would entail. This has served to help us grow sales by reaching new customers and through repeat business from existing customers by making our product more accessible to them and making their experience more seamless.

While we worked on several other projects together which helped me to better position HOTS, I found my ability to directly access the knowledge base of the Consulting group and their peers to be invaluable. The core clientele of my business, and many others in this community, is the Binghamton University student body. Having an ongoing “focus group” of high achieving students to tap into, especially one invested in helping me to improve my business, gave me perspective and insight I couldn’t get anywhere else.

My experience working with the Management Consulting Group was overwhelming positive. The consultants were incredibly bright, engaging and committed to each and every project we worked on. Any business with the opportunity to partner with them would be remiss not to take advantage of it!

Best Regards,

David Whalen

Founder/CEO

Binghamton HOTS