

2019 CONSULTING ENGAGEMENT PROGRAM

Bringing Binghamton Print Solutions to a Competitive Level of Service

AGENDA

1

Consulting Engagement Program

2

Current Engagement: Copy Center

3

Future Outlooks

BINGHAMTON COPY CENTER

Overview

- Independently run print center on the ground floor of Bartle Library that offers a wide range of services to students, faculty, and staff

Services

- Main services include Digital Printing, UV Prints, copies, laminations, and large format prints such as banners and posters

Customers

- Leading customers are Binghamton Dining Services, Binghamton Residential life, faculty within departments



PROBLEMS AND PRIORITIES

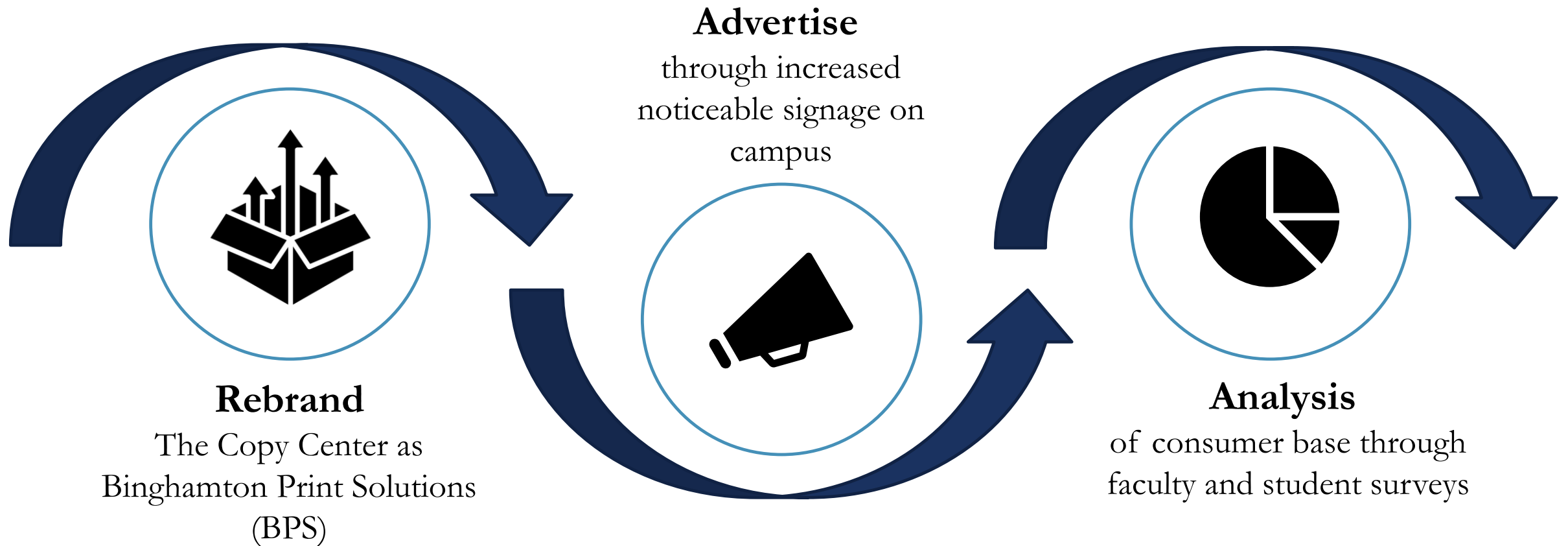
Brand
Awareness

Profitability

Accessibility

MCG entered the engagement with the goal of increasing these elements for the Binghamton Copy Center and optimizing the way they conduct business

BRAND AWARENESS



BRAND AWARENESS

Why Print Solutions?

Early on in the engagement, it became clearly that the Copy Center would greatly benefit from revamping their brand to be more modern and encompassing



PROFITABILITY



Changing pricing models for UV and color printing



Introducing bulk pricing for larger orders or products



Implement rush fees to discourage last minute orders

Accounted for overall demand and revenue changes to optimize business

PROFITABILITY

Price (ext) ▼	Current Revenue ▼	Proposed Price (int) ▼	Proposed Price (ext) ▼	Revenue (E) ▼
\$ 0.12	\$ 250,000.00	\$ 0.10	\$ 0.12	\$ 250,000.00
\$ 3.45	\$ 13,000.00	\$ 3.50	\$ 4.03	\$ 15,166.67
\$ 0.22	\$ 89,000.00	\$ 0.23	\$ 0.27	\$ 107,737.00
\$ 3.45	\$ 70,500.00	\$ 3.00	\$ 3.00	\$ 64,324.82
	\$ 422,500.00			\$ 437,228.49

Total Revenue (Orig.)	Total Costs (Orig.)
\$ 422,500.00	\$ 405,469.00

Total Revenue (E)	Total Costs (E)
\$ 437,228.49	\$ 405,469.00

Restructuring the current pricing models was a paramount concern to elevate business for Binghamton Printing Solutions

ACCESSIBILITY



**Introduced
online form for
customers**



**Included free
delivery for
products**



**Improved signage
for more
awareness**

IMPLEMENTATION

Brand Awareness

Rebranded name and logo
 Surveyed student and departmental needs

Profitability

Determined profitable pricing strategy

Accessibility

Improved signage locations
 Built form for online orders



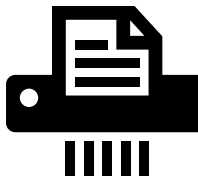
FUTURE OF BINGHAMTON PRINT SOLUTIONS



Shift target clients towards larger projects and departments



Roll out new interface for online orders



Grow UV Printing Business

THANK YOU

Questions?