

To Whom It May Concern:

This letter is my official recommendation for the Management Consulting Group (MCG) at Binghamton University. I am responsible for Print Solutions, the print facility on campus, that requested MCG's assistance this past academic year.

This student consulting group was eager to assist us in various aspects of our business including branding, communications, pricing and market research. They were responsive and helpful.

MCG helped us to create our new name --- Print Solutions. We had been looking at a variety of names, knowing we had to rebrand. The group helped us solidify a more fitting name, which we believe has already created a more professional and positive image. The group also helped with pricing updates, as we needed to make sure we were competitive, as there are many other local print options for our campus community. MCG providing pricing options with financial scenarios for each. They also performed market research and helped us to better see and understand our competitors. This research also included the creation and administration of a faculty and staff survey to gather more insight into how we can provide a better product and service.

I recommend Management Consulting Group and would be more than happy to answer any questions you may have.

Sincerely,



Casey Slocum
Marketing & Operations Manager
Binghamton University
Print Solutions
4400 Vestal Parkway East
Binghamton, NY 13902
607.777.2442
Caslocum@binghamton.edu