



The Wharton Small Business Development Center

Presents an Opportunity for Entrepreneurs to

Explore Options to Communicate More Effectively with Customers and Key Stakeholders

Using New and Traditional Media

Sign up Now for Winter 2011

For entrepreneurs and small business owners interested in exploring the communications opportunities presented by new media and in investing in making their external communications even more effective, a communications audit by a team of Wharton students is designed to generate ideas & new approaches for external communications with customers and stakeholders.

Supported by the Wharton SBDC led by the Faculty of the Wharton Undergraduate Leadership Program and advised by professionals experienced in marketing communications and public relations, a team of Wharton students would during Winter 2011:

- Study your business, your goals, strategy, practices, and resources
- Review and analyze your external communications mix, including
 - communications materials, messages, and indicators of effectiveness
 - graphics, content, and media
 - web-based and paper-based communications, trade show, public and media relations
- Compare your full communications mix with those of your competitors and with best practices in industries related to yours. Including comparisons and interviews with representatives of your target audience.
- Provide you with examples and an idea-list for your next communications upgrade. Options would include: new and traditional media, identifying opportunities for speaking, appearances, blogs, search engine optimization, links, analytic website metrics.

Selection of clients is highly competitive (see below). Client managers collaborate with their team during the project to ensure that the team understands their business and is well prepared to undertake the research and analysis. Typically there are up to 6 meetings during the project between client and team and regular phone/email contact.

Satisfied Clients:

- Benchmark Asset Managers, LLC (www.benchmarkam.com)
 - “The Wharton Management 100 Project team that we worked with was a united group of young and brilliant minds that were exceptionally diligent, proactive and always pressing towards perfection. Their research study was indeed valuable and insightful to Benchmark Asset Managers” – Jessy Joyce Nadar, Research and Marketing Associate
- The Antique Store in Wayne (www.theantiquestoreltd.com)
 - Mary Ann Palumbo is the CEO of the leading Main Line antique marketplace with over 60,000 square feet of antique showrooms and 50 dealers.
- Farm to City (www.farmtocity.org)
 - Bob Pierson, the regional SBA’s Small Business Person of the Year for 2008 is also the Father of Philadelphia neighborhood farmers’ markets. His company is responsible for connecting Philadelphia area consumers to regional farmers by offering 14 neighborhood farmers’ markets, distribution center, and other services.
- Capogiro Gelati (www.capogirogelato.com)
 - Stephanie and John Reitano are artisanal gelato makers, with retail stores in Center City and University City, sales in fine restaurants and high end supermarkets in New York and the Mid-Atlantic.

Process of Client Selection

1. The potential client is briefly interviewed over the telephone by the Wharton SBDC Director to ensure that the project is described well, that it fits well with the nature of the class and that there is a good understanding on the part of the potential client as to their responsibilities should they be selected to receive a project.
2. **Early January** at the Wharton School (light lunch provided). Clients meet with the MGT 100 faculty and the SBDC Director to prepare for projects.
3. In mid-January (date and time to be determined in January, clients present their projects briefly to the students in the course. Students then review the available projects and indicate their project preferences.
4. Clients will be notified by **the end of January** if their project will be undertaken by a Wharton Management 100 consulting team. Those prospective clients who are not selected by student teams will be eligible to receive consulting services from the Wharton Small Business Development Center.
5. **At the end of January or in very early February**, each Client and their Consulting Team will have their first meeting on campus.

Clients are being selected now.

Entrepreneurs interested in applying for this opportunity should contact:

Therese Flaherty, Director, Wharton Small Business Development Center
flaherty@wharton.upenn.edu
215-898-8635