

FROM

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Small Business Consulting Service
available at Wilfrid Laurier University

Thinking about starting your own business or just wondering how to set up your books for income tax purposes? If so, Wilfrid Laurier University could be the place to go for the answers.

The university's Small Business Consulting Service works out of a campus office and, for just \$6 an hour, two senior business students will confidentially analyse your situation or problem and offer recommendations and advice.

For example, should you diversify or strengthen your proven expertise? How can you improve your cash flow? Would computerized equipment save you money? Why aren't consumers buying your product? What would be the best inventory system for your business?

Lindsay Wahl, a fourth-year honors business administration student at Laurier, summer co-ordinator for a staff of eight student consultants, said the service will tackle these and similar problems.

Ray Adamson, faculty adviser, provides counselling for the student consultants and all reports are screened through both Wahl and Adamson.

Wahl says many clients have detailed experience in business and look to the service for a second opinion or merely as a time saver. Others are just beginning in business and can take advantage of advice offered by the student consultants.

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An average case takes about a month to complete at a cost of about \$250. All cases are treated individually with expenses ranging anywhere from \$30 to \$1200.

The service is available to anyone in any area of business but small businesses without access to their own marketing or accounting experts may be more attracted to the service.

Generally, it is intended for small businesses which could not ordinarily afford consultants.

Recently, Wahl says, the service has been working on such diverse cases as conducting a marketing survey for a retail store thinking about expansion and setting up a freelance artist's books for income-tax purposes.

With funding from the Ontario ministry of industry and trade the operation began at Laurier in 1973 with two consultants. Similar operations are carried out at universities across Ontario.

Wahl says the service provides business advice to small businesses at a reasonable price. It also provides practical experience for senior business students while they are still in school.

To contact the Laurier Small Business Consulting Service this summer, call 884-1970, ext. 517 during business hours.