

032-1988
Richard K. Taylor
May 5, 1988

WLU small business consultants
gear up for summer service

Six fourth-year honors business administration students at Wilfrid Laurier University have geared up for full-time operation of the university's Small Business Consulting Service.

The service provides professional assistance to small business people, and those just beginning in business, who would not ordinarily employ consultants.

A wide variety of business areas are covered by the consultants, with the major emphasis on marketing and accounting. Since the program began in 1973, businessmen in Kitchener-Waterloo, Stratford, Woodstock, and surrounding areas have been helped by the service.

Kevin Powers, co-ordinator for the service this summer, said consulting is offered in a variety of areas-- including feasibility studies, market surveys, inventory control, location analysis, distribution systems, financial planning, and bookkeeping.

- more -

Powers comments, "As was the case last year, special efforts are being made to help entrepreneurs qualify for New Venture and Youth Venture capital loans."

Marg Hollingsworth of MWM Construction of Kitchener said that she was "extremely pleased and impressed with the quality of Profit Sharing Plan prepared by the consultants. The background was thoroughly researched and it was well prepared."

And J. Praskey of Engineered Images, also of Kitchener, said that his marketing survey was a "professional marketing job and the consultants had a good understanding of my requirements."

The service is a non-profit organization. A nominal fee of \$15 an hour plus expenses is charged, with much of the cost underwritten by the Ontario ministry of industry, trade and technology.

A proposal outlining the work to be undertaken is presented, and an estimate of the fee made. Work starts only when a client accepts the proposal. The cost is only 10-25 per cent of what comparable consulting firms charge. The students make use of the university's library and extensive government documents area, and can also call on faculty members in Laurier's school of business and economics.

The service can be reached the university at (519) 884-1970, ext. 2193.