

# FBDC SERVICES

THIS IS WHAT WE CAN OFFER

## Marketing

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- Market Research
- Social Media
- Branding and Design

## Communications

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- Informational Videos
- Client Support
- Infographics

## Legal and Compliance

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- Compliance Analysis
- Draft Legal Documents
- Government Certification
- Research

## Finance

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- Business Modeling
- Financial Statement Review
- Covid-19 Impact
- Managerial Assessment
- Financial Growth Insights
- Industry and Market Analysis
- Business Model Review
- Research

## Web Development

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- Information Systems
- Site Development
- Web Consulting

# Marketing

THIS IS WHAT WE CAN OFFER

## Market Research

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- SWOT Analysis
- Research Reports
- Marketing Strategy Suggestions  
Based on Research

## Social Media

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- Social Media Audit
- SWOT Analysis of Individual  
Accounts
- Suggestions and  
Recommendations

## Branding and Design

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- Branding Materials Audit
- Consulting and Suggestions on  
the Client's Current Brand  
Package
- Branding Suggestions
- Available for Client's Without a  
Solidified Brand Identify or are  
Rebranding
- Branded Content Templates
- Using the Client's Current  
Branding, Creating Branded  
Content Graphics for the Client  
to Use on Social Media, their  
Website, etc...

QUESTIONS AND INQUIRIES

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Haley Ledford - [hledford@fordham.edu](mailto:hledford@fordham.edu)

# Legal and Compliance

THIS IS WHAT WE CAN OFFER

## Compliance Analysis

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- Monitors Changing Laws and Regulations
- Conducts Compliance Reviews (Must Be Provided with an Outline of Client's Current Business Practices)

## Draft Legal Documents

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- Drafts Legal Documents for Small Businesses (Ex: Disclaimers, Liability Waivers, etc.)

## Research

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- Researches and Reviews Internal (FBDC) and External (Client) Research Reports

## Government Certification

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- Outline of and Guidance Through Government Certification Processes

QUESTIONS AND INQUIRIES

Aria Lugo - [alugo16@fordham.edu](mailto:alugo16@fordham.edu)

FBDC is a student-run consulting organization and does not provide legal advice.

# Web Development

THIS IS WHAT WE CAN OFFER

## Information Systems

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- Research
- Data Visualization and Database/ERP Consulting
- Software Tutorials
- IT Investment Cost-Benefit Analysis

## Web Consulting

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- SEO Reports and Implementation Instruction
- Link Building (Outbound vs Internal)
- UX/UI Analysis

## Site Development

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- Initial Website Design Planning
- Set Up E-Commerce
- Provide Tutorials On Different Website Platforms

QUESTIONS AND INQUIRIES

Jules Herms - [jherms@fordham.edu](mailto:jherms@fordham.edu)

# Communications

THIS IS WHAT WE CAN OFFER

## Informational Videos

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- Visit [fordhambdc.org](http://fordhambdc.org) For Informational Videos to Learn More About Different Areas of Business to Better Your Skills

## Infographics

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- Visit [fordhambdc.org](http://fordhambdc.org) to View Infographics - Easy Steps to Make Your Business More Successful

## Client Support

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- Contact the Communications Team for Inquiries, Questions, Concerns, or Feedback!

QUESTIONS AND INQUIRIES

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Maddy G-P - [mgranthamphilips@fordham.edu](mailto:mgranthamphilips@fordham.edu)

# Finance

THIS IS WHAT WE CAN OFFER

## Provided Financial Data:

### Business Modeling

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- Short-Term Projections - Sales and Spending
- Financial Strategy Options

### Financial Statement Review

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- Can Review, Not Create Financial Statements

### Covid-19 Impact

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- Impact Report
- Identify Impact on Restaurants

### Financial Growth Insights

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- Identify Potential Areas of Financial Growth

### Managerial Assessment

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- Inventory Analysis

## Without Financial Data:

### Industry & Market Analysis

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- SWOT Analysis
- Industry and Market Trends

### Business Model Review

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- Provide Points of Optimization and Opportunities for an Existing Business Plan

### Research

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- Industry Trends Research
- Point of Sale Method Research
- Loan Option Research
- COVID Industry Impact Research and Case Studies
- Research Upon Request

QUESTIONS AND INQUIRIES

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