

# *Case* **STUDY** **CCG X BRAC**

CCG Consultant - **Nesha Brown**  
Baton rouge area of chamber

Unlocking Small Business Success through  
Grant-Funded Business Consulting

Are you tired of seeing **small entrepreneurs struggling** to make it big in today's competitive market?

Are you looking for **ways to help your community** thrive and grow economically?

As an organization with entrepreneurial programs, you have the power to make a significant impact on the lives of local business owners.

But here's a staggering statistic: **20% of small businesses fail within their first year**, and only half make it to their fifth year.

The truth is, entrepreneurship is tough. And without the proper resources and support, even the most promising ideas can fall short.

That's where we come in.

Our most recent case study with our partnership with the Baton Rouge Area of Chamber highlights the success stories of the entrepreneurs we have helped achieve success.

We believe that small businesses are the backbone of our economy, and it is our mission to support and empower them. By partnering with organizations like yours, we are able to reach more entrepreneurs and help them achieve their dreams.

Allow us to join you in your mission to support small businesses and empower entrepreneurs.

Sincerely,

**Nesha Brown**

*Business Consultant  
Conqueror Consulting Group  
[ccgconsultants.org](http://ccgconsultants.org)*



CCG X BRAC CASE STUDY



# *Client* **Background**

The Baton Rouge Area of Chamber, a respected non-profit organization, is entrusted with annual grants from the government to support small entrepreneurs in their local community of Baton Rouge.

They sought to maximize the impact of these grants by engaging the services of a business consultant with a proven track record in helping small businesses succeed.

As the chosen consultant, we embarked on a comprehensive and results-driven approach to assist these entrepreneurs in achieving their business goals and aspirations.

# Consultant *Approach*

Drawing on our extensive experience in supporting small businesses, we devised a strategic approach that encompassed personalized guidance and practical advice to enable these entrepreneurs to overcome challenges, capitalize on opportunities, and establish sustainable business strategies. Our three- step approach consisted of:

## **Needs Assessment.**

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## **Customized Consulting.**

Based on the needs assessment, we developed tailored consulting plans for each entrepreneur, taking into account their unique circumstances and business objectives. These plans encompassed a blend of one-on-one consultations, group workshops, and online resources to deliver holistic guidance and support .

## **Continuous Support.**

Providing continuous unwavering support to the entrepreneurs throughout their entrepreneurial journey was key. This includes regular check-ins, progress tracking, and performance evaluations. Additionally, I facilitated connections with relevant resources and networks within the local business ecosystem, augmenting their chances of success.

# Results

The grant-funded business consulting program, in collaboration with the Baton Rouge Area of Chamber, has yielded remarkable outcomes for the small entrepreneurs:



## ENHANCED BUSINESS PLANS

By offering expert guidance on business planning, financial management, and marketing strategies, the entrepreneurs were able to develop comprehensive business plans that were aligned with their objectives and market opportunities. This paved the way for informed decision-making and strategic growth.



## STRENGTHENED FINANCIAL LITERACY

Many entrepreneurs lacked financial literacy, but with our guidance, they acquired essential financial management skills, including cash flow management, financial decision-making, and financial stability. This enabled them to make sound financial decisions and optimize their resources effectively.



## AUGMENTED BUSINESS KNOWLEDGE

Through personalized consultations and group workshops, the entrepreneurs gained a profound understanding of various facets of running a successful business, such as market research, branding, customer acquisition, and operational efficiency. This empowered them with the knowledge to make informed business decisions.



## ENHANCED BUSINESS SKILLS

Leveraging our expertise, we honed the entrepreneurs' critical business skills, including leadership, negotiation, sales, and marketing. This equipped them with the skills needed to effectively manage their businesses, drive growth, and achieve long-term success.



## EXPANDED NETWORKS

We facilitated valuable connections between entrepreneurs and local business networks, industry experts, and potential customers. This enabled them to establish meaningful partnerships, collaborations, and customer relationships, amplifying their business prospects.



## SUSTAINABLE BUSINESS GROWTH

The comprehensive business consulting services provided for the entrepreneurs supported by the Baton Rouge Area of Chamber resulted in sustainable business growth for the entrepreneurs. This included increased revenues, improved profitability, and job creation in the local community, thus contributing to the overall economic development.



# Our Unique Value *Proposition*

At CCG Consulting Group, we pride ourselves on being more than just business consultants. We are partners in the entrepreneurial journey, committed to providing personalized guidance and practical advice that is tailored to each unique situation.

With staggering statistics showing that 20% of small businesses fail in their first year, and 50% fail within the first five years, it is more important than ever to have a trusted advisor by your side. That's where we come in.

Our extensive experience in supporting small businesses has allowed us to hone our ability to identify challenges, uncover opportunities, and create strategic solutions that drive tangible results. We don't just offer cookie-cutter advice – we take a deep dive into the local business ecosystem to truly understand the unique needs and objectives of each entrepreneur we work with.



# CONCLUSION

The grant-funded business consulting program, in partnership with the Baton Rouge Area of Chamber, has proven to be a game-changer for small entrepreneurs in our community.

By providing tailored guidance, honing essential business skills, and facilitating valuable connections, we have helped these entrepreneurs unlock their full potential and achieve sustainable business growth. Investing in a business consultant brings immense value to chambers of commerce that receive grants to support small businesses.

The personalized approach, deep expertise, and unwavering commitment to success have yielded positive outcomes for the entrepreneurs, resulting in enhanced business plans, strengthened financial literacy, augmented business knowledge, expanded networks, and sustainable business growth.

With the support of the Baton Rouge Area of Chamber and CCG Consulting's expertise as a business consultant, these small entrepreneurs have been empowered to overcome challenges, capitalize on opportunities, and build successful businesses that contribute to the local economy. I am proud to have played a crucial role in their journey to success and look forward to continuing to make a meaningful impact on the entrepreneurial ecosystem in our community.

If your organization is looking for a strategic partner to maximize the impact of grants for small businesses, CCG Consulting is confident with our proven approach and our track record of success will deliver tangible results. Let's work together to empower small entrepreneurs and drive economic growth in our community.

Contact us today to discuss how our business consulting services can benefit your chamber of commerce and the entrepreneurs you support. Together, we can unlock the full potential of small businesses and create a brighter future for our community.

# Some Feedbacks



How satisfied you were of your last session? \*

Very Satisfied

Share your overall experience. \*

I love the fact that I'm really having to dig deep and hold myself accountable to get things done in a timely manner.



How satisfied you were of your last session? \*

Very Satisfied

Share your overall experience. \*

Very good as always



How satisfied you were of your last session? \*

Very Satisfied

Share your overall experience. \*

Excited to continue to build



How satisfied you were of your last session? \*

Very Satisfied

Share your overall experience. \*

I was excited to learn about Fidelity and their Power Program. Felt good to hear I accomplished something big by taking the time to complete forms

