



*Office of Global Business*

# FISHER GLOBAL CONSULTING



**THE OHIO STATE UNIVERSITY**

FISHER COLLEGE OF BUSINESS





## What is Fisher Global Consulting?

*The Fisher Global Consulting (FGC) program at the Ohio State University Fisher College of Business is an innovative program that connects companies around the world with talented, results-driven business students at Ohio's flagship university.*

Since its inception in 2016, FGC has provided dozens of global companies and organizations in every region of the world with access to top undergraduate talent capable of delivering outside-the-box solutions to complex business challenges across multiple industries.



From conducting insightful research to offering actionable recommendations, FGC teams spend time domestically and abroad fully understanding their companies, industry dynamics and the global climate in which business is conducted.



*“The work of the Ohio State student consultants over the years has had a great impact in strengthening our organization’s internal structure and in helping our trade show come together. Whether it is finance, operations, product marketing, website design or social media, the students have diligently worked to design and plan the success of Aatmiya’s first global trade show exhibition.”*

— Seitu Hada  
Aatmiya



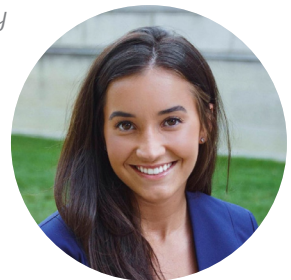
### What makes FGC unique?

Simply put, it is the consulting teams that make this program unlike any other. Equipped with the experience and support of a highly ranked and strongly regarded business school, student teams are qualified and motivated to meet any number of challenges presented by FGC clients. From finance to marketing, operations to supply chain, FGC teams have tackled complex problems for companies seeking an immediate return on a small investment.

How have companies and organizations utilized FGC teams in the past? They have turned to them to develop sustainable and applicable solutions derived from:

- conducting in-depth market research
- leading product feasibility studies
- developing marketing strategies
- creating forecasting models
- streamlining company processes

*“My FGC experience in Nepal gave me the opportunity to immerse myself as a nonprofit consultant and challenged me to adapt to my surroundings with the utmost respect and appreciation for the cultural context in which I was working. From creating a website and marketing materials, to standardizing costing and production platforms, my FGC team successfully developed sustainable business solutions for a women’s empowerment center.”*



— Lauren Covetta  
FGC participant

# INDUSTRIES COVERED



CONSULTING



AUTOMOTIVE



## PERU

Built ecommerce capabilities for Peruvian textile companies



GOVERNMENT



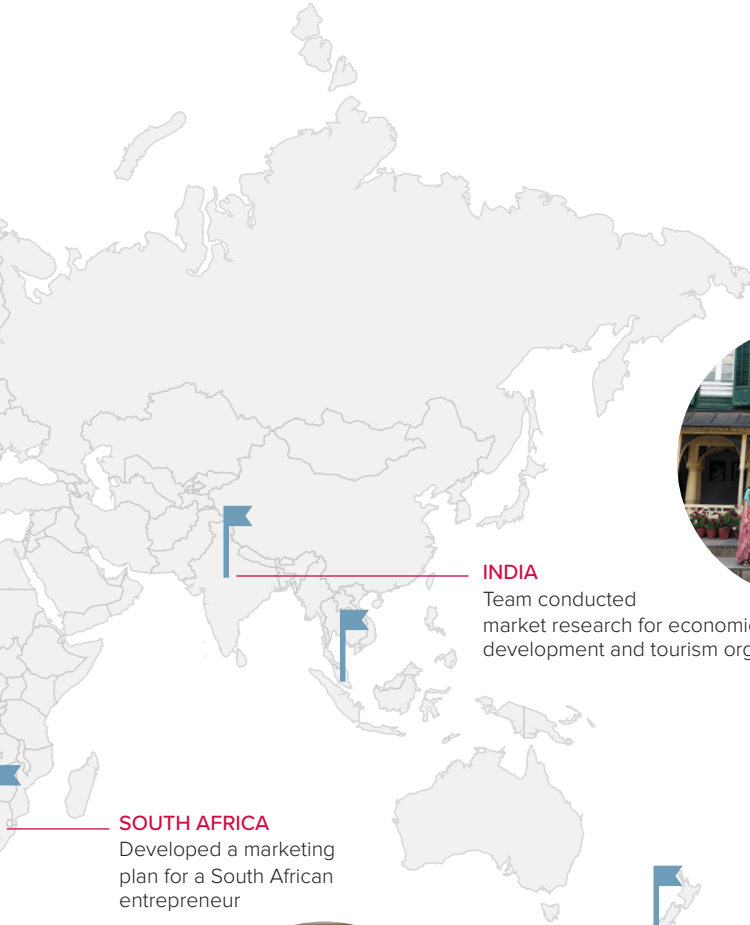
NONPROFIT



LOGISTICS



ADVANCED  
MANUFACTURING

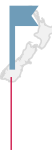


**INDIA**

Team conducted market research for economic development and tourism organization

**SOUTH AFRICA**

Developed a marketing plan for a South African entrepreneur



**NEW ZEALAND**

Supported the growth strategy of a local logistics company





## **Companies**

From multinational corporations to nonprofit organizations, FGC clients can anticipate a large return on a relatively small investment in sponsoring a FGC team.

Client-Provided Resources:

- Dedicated staff member(s) to liaison with FGC team
- Project/challenge on which FGC team will spend two to four weeks working
- Workspace for four to six FGC team members

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## **Learn more**


To learn more, contact the Office of Global Business at The Ohio State University Fisher College of Business at [FCOB-Global@osu.edu](mailto:FCOB-Global@osu.edu).

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