

Business Solutions from Innovative Students

Saunders Consulting Group enables businesses to draw from the diversity and expertise of MBA and other students at Rochester Institute of Technology to deliver high value, custom-fit solutions for your business.

Solutions for Your Business Needs

Saunders Consulting Group matches up teams of selected MBA students with local client businesses to provide assistance on real business problems. Past projects have included market opportunity analyses for new products, customer research, competitive analysis, etc. Depending on client needs and staffing, other project definitions can be considered. Past clients have run the gamut from large, multi-national corporations through single person startups.

Where We Excel

- Strategic Planning Support
- New Product And Technology Opportunity Analysis
- Business and Marketing Plans
- Due Diligence Research
- Competitive Intelligence / Benchmarking
- “Design Thinking”

Under the guidance of a faculty member, students invest time understanding client needs, performing research, analyzing findings, and preparing recommendations.

Projects of any duration and scope are considered, and projects may start at any time. When required, we will reach into the broader RIT community for additional support.



“ The insights that Saunders Consulting Group reported challenged our assumptions and allowed us to target a larger market than anticipated. They uncovered competitors and technology developments we had not considered. I would recommend this service to Rochester area businesses. ”

Ernie Thompson
VP Business Development, Xactiv

Wealth of Resources

As a part of RIT, we offer you the advantage of tapping into our very best university business and technical experts.

Test Drive an MBA

Meet and work with some of our top business students. This allows you to see what they can do before making a hiring decision when they graduate.



Raj Murthy

Raj Murthy is an Associate Professor of Marketing, holding a Ph.D. in Business Administration, a MBA and a Bachelors in Engineering. His research has been published in the Harvard Business Review, MIT's Sloan Management Review, among others.

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Compannies that have hired Saunders Consulting Group

