

Student's Name

Professor's Name

Course

Date of Submission

Memorandum

To;

From;

Date;

RE: ANALYSIS AND RECOMMENDATIONS FOR MANAGEMENT CONSULTING
FIRM

Following the recent drastic decline in the performance of Capital City Metropolitan Area Transit Authority, efforts have been made to salvage the situation. Seeking the services of a management consulting firm was the priority. After serious vetting and various considerations, Transport Methods and J.D. Hunt Consulting, were shortlisted. The following is a detailed analysis and my recommendations.

J.D. Hunt Consulting is a firm that has a lot of experience in industrial issues but no known experience in matters public transport. All the consultants working for the firm only have exclusive experience with the private sector. In addition to public relations consulting services it is well known for, J.D Hunt also has various departments dedicated to management and accounting consulting. J.D. Hunt is already well established and services a wide range of

customers like Goldman Sachs and Florida Power and Lighting Company. In the years 2008 and 2009, J.D. Hunt offered their consultation services to Domino's Pizza. After extensive market studies over the two years, it concluded that there was need for recipe change. As a result, it made a recipe change recommendation to the restaurant accompanied by corresponding extensive marketing campaigns.

To date, the most successful and prestigious projects J.D. Hunt has ever done were the 2008 and 2012 Presidential campaigns for President Susan Steinberg. It was the pioneer of "hope and change" notion as the center stage for an election campaign. Most clients like this firm because they think outside the box providing customized solutions to a wide variety of problems.

The second firm that I analyzed is Transport Methods. Public transportation is its major specialization. They specialize in management sciences, engineering and operations management, employing consultants with degrees and academic credentials from top learning institutions. Amongst the many consulting firms in the nation, Transport Methods has much more experience in analysis of transit authorities. From its past consultation contracts with transit authorities who had problems with their transport systems, almost all of them received satisfactory results. A testimonial case is the transit system of San Francisco Metropolitan area. Operational challenges crippled the system and just when it was about to go to the dogs, Transport Methods was brought in to save the situation. Extensive research and studies were carried out to unveil the root cause of the problems. They did their magic and as at now, San Francisco is ranked has the second best transport system in the country. Recently the firm received the much needed boost. A former airline executive known for his advocacy towards an overhaul of the entire public transit system in the nation, has joined the team of consultants. This gives the firm an edge over the others in the market, in addition to their wonderful resume.

From the results of my analysis, I recommend Transport Methods for hiring to provide consultation services to Capital City Metropolitan Area Transit Authority. As illustrated above the firm has greater experience with public transport. What they did in San Francisco can be replicated in the city, even to a greater extent. I have a lot of confidence in this firm; exploit their services to save our great city's transport system.