**De La Parra Consulting Group**

**Business Consulting Associates and Community Supportive Services**

**Get control of your life, your business, your organization.**

**Create and/or startup your own business.**

**Make more money and free up more of your time with the help of our professional development - coaching business consulting group.**

**Main Page**

**Mission**

Our mission is to work closely in collaboration with our clients in order to help them succeed in setting and meeting their business ideas, goals, and objectives. We do appreciate your business. In effect, we offer total support and a commitment for organizations and business owners to help them transmit their business ideals in a strategic, creative, and cost-effective manner.

**Vision**

Our vision is to endurably work with small, mid-sized, and large companies in the public, private, and non-profit sectors. We aim at providing valuable and effective expert advice and training for success for the businesses we support.

Our team of expert-professionals have years of real-world management experience in strategic business planning and strategic management, small business planning and corporation formation, behavioral and organizational assessments, organizational development, compliance and business ethics, management coaching services and marketing.

We want to excel at providing customized solutions to help managers, business owners, and business professionals to improve their managerial and interpersonal effectiveness and positively impact organizational productivity, increase their sales, customers and customer retention.

**Goals**

To be an organization dedicated to helping business owners, entrepreneurs and executives achieve business success. Our approach as expert facilitators is to get positive results for your business planning. Create solutions and resources to business success and corporations’ formation. In build long term relationships, with the collaboration of our clients in order to bridge the gap to formulate an outstanding customer service to help us improve in the growth and the development of their businesses and of our own organization as well.

**Objectives**

To work for small, medium, and large size companies in the capacity as business consultants, business turnaround consultants, business planning consultants, business plan writers, marketing consultants, business coaching consultants, business planners, web marketing consultants, and search engine optimization (SEO) experts. We have the experience, knowledge and skills to help companies succeed. We work with small business startups, medium, and large organizations in a wide range of industries. Whether you are a small business startup or you are looking for business improvement or new ideas - you need the best guidance and direction to help you make the most money in your business, as quickly as possible.

**Values**

The Principles that guide our Values are:

**Honesty** – **Integrity** and **Fairness** in our dealings to avoid wasting your time, your effort, and/or your money. Our Expert Business Consultants can help you get the results you need.

**Leadership** **– Excellency** and **Results** to effectively help entrepreneurs, business owners, and organizations to successfully establish their business planning, startups, corporations formation, and governance structures. Our business consulting seminars, strategies, programs, and solutions are designed to guide you step by step, to get the results you want from your business in as little time as possible.

**Services**

You will have on your side a group of strong minded business owners’ consultants, who are committed to helping one another succeed by providing support, mentoring, accountability, resources and training, in a safe and supportive environment. We offer the following products and services.

* Corporations Formation
* Business Planning and Small Business Planning Startup
* Strategic Management and Strategic Planning
* Organizational Behavior
* Marketing Assessment Strategies
* Business Ethics

The focus is to improve in all the major areas of your business such as:

* Financial
  + Leadership
  + Management
  + Marketing
  + Operations
  + Sales

**News & Events**

**Effective Business Consultants must possess extensive experience**

A good Business Consultant is experienced in a lot of different types of businesses and industries, running companies, in the financing of a company and most importantly, in the marketing and sales of a company. Experienced Consultants have experience with companies in all stages of Growth: Existence, Survival, Success, Take-off, and Maturity. The effective business consultant may also have a specialty as a Business Turnaround Consultant, helping struggling companies to turnaround and succeed again. The Business Consultant must have solid real world experience with many types of companies in order to be an effective consultant. The background and business experience of a Business Consultant makes the consultant valuable.

**An Expert Business Consultant gets specialized and understands your business**

Primarily, a Business Consultant must get familiarized with you and your labor force in order to understand your business. As the business owner, you know more about your business than anyone else. For this reason, a good business consultant will take the time to learn from you, your personnel-staff, and key employees to start supporting, assisting, and helping you.

A Business Consultant, closely works with small business owners on such issues as understanding what changes are needed, how to implement and manage these changes, and how to create a roadmap for sustaining improvements that lead to better performance and elaborating growth plans, staffing, and the recruitment of both, full-time and part-time employees, writing of proposals and other initiatives, implementing policies to enhance the business visibility, and designing and implementing outreach activities, research and development.

For small business planning, our Business Consultants provide the application of various models that help to identify the components for success and the capabilities of an organization in its strategic management planning, information gathering-which identifies key market, industry and internal organizational trends, and opportunities that will impact the organization. In where the term “market” in the business sector context refers to all relevant issues to customers and/or stakeholders. The organization’s ability to respond to these critical strategic issues and challenges is manifested in their vision and the mission statements: describing what they do, with/for whom they do it, their distinctive competence, and why they do it. The strategic goals and specific strategies for achieving these goals should be formulated in an operational plan that will also address the necessary changes of organizational issues such as finances, governance, and administrative capacity.

In corporation formation, De La Parra Consulting Group has provided support for corporations to incorporate their organizations, to get their permits and certificates, with their Bylaws, and to develop their basic strategic plans, consisting of statements relative to the system’s Mission, Vision, Goals and Objectives, and/or new strategic initiatives and/or new proposals.

**The Cycle of Strategic Business Consulting Process Approach Step by Step**

1. Get Familiar and Learn about the Business

2. Identify Issues, Problems, Solutions and New Opportunities

3. Survey the Environment for Potential Customers, Products, and Services

4. Perform a **“**WOTS-UP Analysis” and Review of Internal and External Key Players

5. Market Assessment and Provide Solutions through a Concrete Plan

6. To pay Attention to “the feedback-loop” for Better and Greater-end Results

7. Implementation of Strategic Planning and Periodic Reviews

**A Business Consultant Listens and Interacts with YOU and YOUR Business Organization**

A Business Consultant utilizes many different outlooks to develop a Business Plan that will be effective for your business organization. The Consultant gets the opinions of the Company’s Professionals (Senior-management, accountants, lawyers, bankers, and other advisers). Business Consultants relate carefully to the mission and vision of the Company’s Ownership, Founders, Board, Top Management, and Key Employees.

**Business Consultants Help Organizations to Renovate**

Our Business Consultants can help your business or organization to restructure. A business consultant can help business-producers-entrepreneurs start and develop new ventures or projects. A business consultant can also help to turn-around a company filled with problems and identify new opportunities to exploit.

**Corporation Formation and Business Startups**

When an Entrepreneur is thinking about starting up a new business, a Business Consultant can assist by setting up a marketing assessment plan utilizing the best methods for getting customers into your business door quickly.

Establish a strategic plan to help your business take-off and reach all of your business goals and the ultimate vision for your business.

Establish a plan of action with assignments to help you fulfill your business aspirations.

**Strategic Direction**

The aim is to articulate the organization’s strategic intentions to create a better future

An explicit understanding of the organization’s mission and organizational values among staff, board, and internal and external forces

A blueprint for action based on current information

Broad milestones with which to monitor achievements and access results

A Business Consultant should meet with you and your business personnel-staff and employees for complete support and training to guarantee you the results for you and your business needs

Review your progress and help you improve on all your efforts

Identify expansion opportunities for your existing products and services

Help you and your business to make your services more attractive by creating specific tools and personalized training procedures that are best utilized in the business markets

**About Us**

**Jose Luis Luna de la Parra Professional Qualifications**

**There are several qualifications that can lead to becoming a business management consultant; they include:**

A good Business Consultant has been academically trained in Business Administration (BA) or Public Administration PA and has real life experience. A Master of Business Administration (MBA) or a Master of Public Administration (MPA) are even better degrees for qualify Business Consultants.

Both, Mr. Luna’s undergraduate and graduate studies emphasized in Chicana/Chicano Studies and Public Administration. As an undergraduate, Jose Luis Luna de la Parra majored in Chicana/Chicano Studies and minored in Sociology at California State University, Dominguez Hills (CSUDH). In his master’s coursework at CSUDH, the field of specialization was Public Administration (MPA).

As for empirical practice in the world of business in the private sector, Mr. Luna has had a great deal of success and experience as a Senior Business Consultant and Business Manager for a law firm, as a Division Manager, Supervisor, and Manager for a large automotive industry in directing, controlling and managing others, personnel training, conducting monthly manager’s and risk management meetings, performance evaluations, audits, cash controls and bank deposits, delegation of responsibilities, dealing with labor union representatives, staffing and recruiting, hiring and interviewing new management personnel, and general labor employees as well as office administrative assistants. In addition to being the owner and founder of De La Parra a business administrative Consulting Advisory Group helping and supporting our communities.

**Jose Luis Luna de la Parra Professional Profile**

**Business Strategy Analyst -- Principal Consultant -- Business Owner and Founder**

Jose L. Luna was born in Izucar de Matamoros, Puebla, Mexico and raised in East Los Angeles.In Mr. Luna’s current position as Senior Business Strategy Consultant and Business Manager for a Los Angeles law firm, Mr. Luna has valuable experience in different areas of law, business take-off and startup, marketing, Publications, and newsletters. He looks after issues related to sales, production, and personnel, the day-to-day and more hands-on activities while providing feedback to the founder and president of the legal firm and in the overall business operations of the legal organization. He is frequently involved with different communities and organizations. In addition, Jose Luis Luna de la Parra is the owner and founder of De La Parra Consulting Group a business consulting and community supportive enterprise.

During Mr. Luna’s management tenure at Earl Scheib, Inc., Mr. Luna had the good fortune of gaining substantial administrative and business management by objectives (MBO’s), program development experience by developing, planning, directing, managing, implementing, and evaluating plans for the management of fourteen shops with total sales of more than five million dollars per year. Mr. Luna consistently exceeded his goals and gained excellent management skills as a strategic decision-maker, self-motivator, and motivator of others.

As an advisory board member, a volunteer position, for “Mar y Sol” a non-profit charitable corporation, Mr. Luna has helped in the development of grants and special project applications as well as providing advice, opinions, and ideas for the improvement of community development programs aimed at serving senior citizens and the community at large. He has also been a volunteer at the San Pedro Community and Senior Services Center where he teaches Citizenship classes and English as a Second Language (ESL) to senior citizens. In addition, Mr. Luna is now attending the Central San Pedro Neighborhood Council with the intentions to serve as a board member, advisor and/or neighborhood “councilmember” representative.

Jose Luis Luna de la Parra has the skills, strength, and honor of a leader, the abilities to learn, support and listen to instructions, and the dynamic to follow the commands of his superiors. Mr. Luna knows when leaders have to make decisions. As a leader, Mr. Luna has strengthened his ethical point of view by engaging in constant ethical routines, dialogue, decision making, and justification. Ethics, throughout Mr. Luna’s career has provided a backdrop to his decisions, actions, duties and obligations, and have enabled him to express, reflect and advocate normative concerns in both principles and actions.

An integral component of Mr. Luna’s MPA degree was to be heavily indoctrinated in ethics to reinforce the abilities of becoming an effective administrator. The study and examination of the foundations of ethical administration included evaluation and application of ethical theories to public sector issues which provided opportunities to think reflectively, recognize ethical problems, and gain skills to effectively deal with political and analytical problems. In addition, Mr. Luna has traveled extensively around the world. This has brought him to various peoples, languages, customs, cultures, and different religions which have cultivated his tolerance towards our fellow human being as well as to understanding other cultures and their different customs or religions. Human beings as a right deserve to be treated with dignity, equality, and respect. These are Mr. Luna’s heavy note in his philosophy.

In addition, Mr. Luna has taken courses and seminars such as Financial Accounting, Business Law, Principles of Macroeconomics and Principles of Microeconomics, the Master of Public Administration (MPA) curriculum courses completed and also beneficial to his affairs as a Business Consultant and Business Analyst positions. Some of the MPA curriculum consists of:

**PUB 302. Administration of Financial Resources**

Administrative and political considerations of fiscal policy, the budgetary process and fiscal controls, financial management and planning, government and the economy, intergovernmental fiscal relations and nature of grants-in-aid, alternate revenue sources and contemporary issues of public budget systems.

**PUB 434. Administrative Planning**

Techniques of administrative planning to include normative forecasting, planning and policy formation were reviewed. The future environment of government services to include demands and resources were explored within the framework of systems analysis and policy sciences. Strategic planning, managing public concerns in an era of limits.

**PUB 504. Quantitative Methods in Public Administration**

Quantitative methods used in decision-making with special emphasis on the public sector.

**PUB 506. Administrative and Public Policy Analysis**

The application of analytical tools to the solution of public management problems, introduction to general models of policy analysis, integration of solutions into administrative processes in government and policy studies cases.

**PUB 508. Seminar: Public Personnel and Labor Relations**

Managing the human resources of a public agency with an emphasis on selected activities of recruiting, staffing, evaluating, compensating, motivating and training the work force was analyzed. Procedures and legal requirements for collective bargaining, affirmative action and equal opportunity were explored.

**PUB 510. Seminar: Public Financial Management**

Examination of methods, processes and problems in the administration and budgeting of public revenues, revenue generation, forecasting, cost control and financial management cases.

Jose Luis Luna de la Parra graduate education provided him with a theoretical foundation for the practice of public management in the public sector or non-profit organizations, and for research, consulting and teaching. A master degree in public administration fortified the skills and addressed the social, political, and economic landscape of the public sector and its history and role in the American Society. The subjects required for his master in public administration degree included a broad examination of theoretical perspectives, the environmental context and functions that can be used to analyze organizations and to improve organizational effectiveness, generate a positive difference and when necessary, bring needed change for greater end results to an organization.