

## Value Proposition

- Accelerate MBE, WBE, 8(a), and DBE firms becoming strategic suppliers
- Help companies identify their correct market niche / supply chain area
- Perform advanced Federal marketing services
- Help firms increase their capacity and develop growth plans

### **CORE SERVICES:**

#### **Business Management Consulting**

- Strategic Planning and Growth Strategy
- 8(a) / MBE / WBE / SDVOSB Mentor-Protégé Plans
- Strategic Supplier Development and Niche Marketing

#### **Supplier Diversity Certifications**

#### **Marketing Consulting**

- MBE / WBE Marketing Plans
- Branding / Differentiation Strategies

#### **Proposal Writing**

#### **Marketing Research**

- Industry Trends / Forecasts
- Competitor Analysis

#### **GSA Schedule Contracts (Proposal Preparation)**

#### **Web / Internet Page Design Services**

- Web Content Writing

## NAICS Codes

541611 - Business Management Consulting Services  
541611 - Strategic Planning Consulting Services  
541511 - Web (i.e., Internet) Page Design Services, Custom  
541513 - Web Content Management  
541910 - Marketing Research Services

## Major Clients (Current and Past)

- Shell Oil Company
- Philip Morris
- Caremark
- Group O
- MassMutual

## Claim to Fame

Published the Following Books:

- 8(a) Survival Guide (2003, 2010)
- The M/WBE Mentoring Handbook (2004)
- Negotiating a Quality Contract (1991)

Certified Professional Contracts Manager (CPCM)

Former U.S. Air Force Contracting Officer (PCO)

Published author in *Set-Aside Alert*, *Contract Management*, and *MBE* magazines

## Owner

Richard J. Hernandez, CPCM

## Established

May 2000

## Supplier Diversity

- Veteran-Owned Small Business (VOSB)
- Small Disadvantaged Business (SDB)
- Minority Business Enterprise (MBE)

## DUNS Number

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