



# Small, Minority and Women Business Owners

**Mirinda Jackson  
Compliance Manager**



**How to be “Selected” for Major Development Projects in Prince George’s County**



# Presentation Topics

- Positioning Your Business to Succeed
- Contracting with the Private Sector
- Prime Contracting and Subcontracting
- Responding to RFQs/RFPs/RFIs
- Invoicing and Getting Paid
- Conducting Market Research
- Marketing Strategies
- Looking for Opportunities
- Getting Connected
- Accessing Resources
- Qs & As

# Positioning Your Business to Succeed

- Be Financially Sound
- Establish an Internet Presence (website)
- Write a Solid Business Plan
- Invest in Business Insurance
- Create Corporate Materials
- Be Able to Transmit Using Electronic Data Interchange (EDI) Format
- Establish Electronic Funds Transfer (EFT)

# Positioning Your Business to Succeed

- Apply for Appropriate Certifications (MBE if appropriate) and Licenses
- Obtain a Taxpayers Identification Number (TIN)
- Request a Data Universal Numbering System (DUNS) Number
  - Toll-free Number: (866) 472-7362
  - E-mail: [sbsSupport@dnb.com](mailto:sbsSupport@dnb.com)

# Standing Out Among Your Peers

- Offering 'Best in Class' customer service should be your goal (be proactive rather than reactive)
- Marketing Materials should include, at a minimum:
  - Business Card (use both sides)
  - Brochure
  - Capability Statement
  - Letterhead with matching envelopes
  - Website
- Business Card, Brochure, Capability Statement should:
  - Represent your company
  - Clearly state products/services offered
  - List certifications and Contracting Vehicles
  - Include all pertinent information (i.e., name, phone number(s), e-mail address, business address, website)

# Standing Out Among Your Peers (cont'd)

- Website should consist of your company name as the domain name (e.g., [www.microsoft.com](http://www.microsoft.com), not [www.sites.google.com/microsoft](http://www.sites.google.com/microsoft))
- Website should include:
  - Client list/portfolio
  - Photo gallery
  - Key personnel
  - Mission and Vision statement
  - Contact information
- E-mail address should include company name (e.g., [mdjackson@microsoft.com](mailto:mdjackson@microsoft.com), not [microsoft@aol.com](mailto:microsoft@aol.com))  
Purchased domains usually include customizable e-mail addresses.

# Contracting with the Private Sector

- Flooded with “requests”
- Refer potential clients to database
- Less Red Tape
- Difficult to obtain initial contract
- Limited time to respond to RFP, RFQ and RFI
- Must understand the process
- Know what is expected of potential suppliers
- Offer “solutions”
- No Regulations
- Relationships are “key”
- Payment is normally 45-60 days or longer

# Getting Your Foot in the Door

- Prime Contracting – your company holds the contract!
- Subcontracting – a larger company holds the contract and your company get to work on a portion of it!
- Joint Venture, Team or Partner with a competitor!

# Key Factors in the Selection of Prime and Subcontractors

- Number of Years in Business
- Annual Revenue
- Net worth
- Number of Employees
- Ability to obtain insurance/bonding
- References
- Past Experience (Commercial and/or Residential)
- Preparation and Submission of Proposal

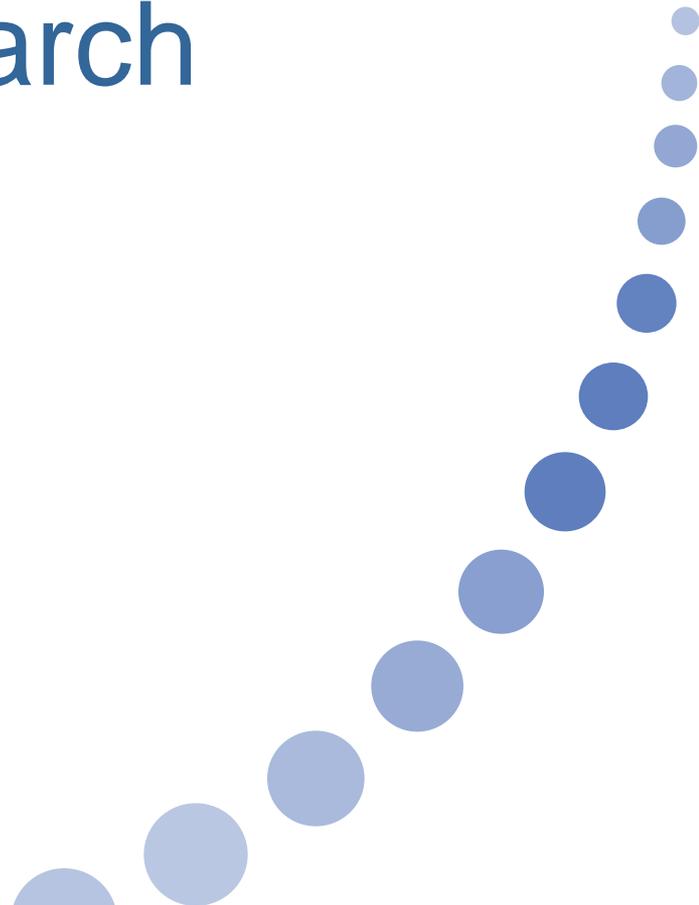
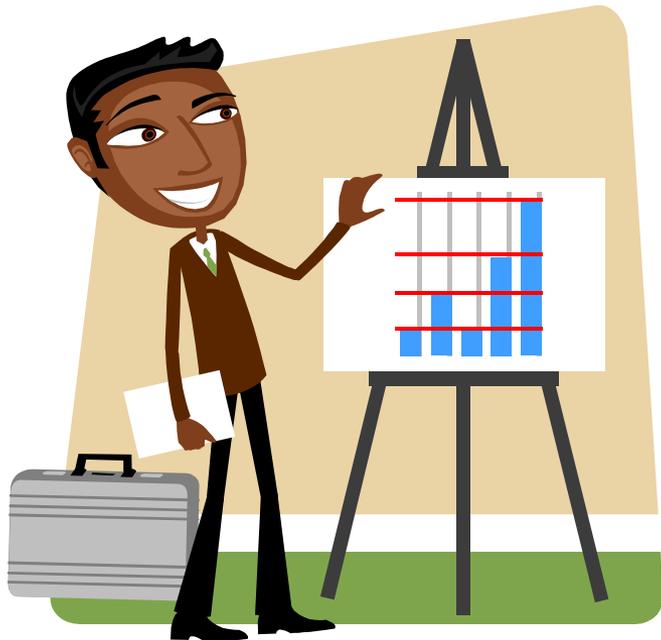
# Responding to Request for Qualifications/Proposals/Information

- Develop a “Template”
- Know your industry
- Identify Future Partners
- Know how to Price Proposals
- Understand the “Cancellation” Clause
- Know the intent of the “Option” Clause

# Invoicing and Payment

- Follow instructions for submitting invoices
- Be able to verify services provided and/or completed work
- Obtain request for changes or for additional work in writing
- Be prepared to wait for payment
- Submit invoices promptly

# Market Research



# Getting the Information You Need

- Websites
- Annual Reports
- Local Newspapers
- Budgets
- Federal, State and Local Officials (Hearings, Briefings, etc.)
- Publications
- Trade Associations, Professional Organizations
- Federal Government [www.USAspending.gov](http://www.USAspending.gov)

# Marketing Tips!



# Marketing Strategies and Techniques

- Do “Quality” work
- Have multiple contracting vehicles in place
- Diversify your client base
- Focus your marketing efforts
- Be accessible
- Request debriefings and scope reviews

# Marketing Strategies and Techniques (cont'd)

- Read complete proposal document
- Understand contract terms and conditions and terminology
- Only bid on projects you can bond or finance
- Respond to inquiries promptly
- Develop and Rehearse your Elevator speech
- Develop a mindshare and create an attachment
- **Patience, Patience and More Patience**

# Marketing Strategies and Techniques (cont'd)

- Make sure your business cards reflect your line of business
- Know when to **Listen**
- Penetrate existing customer base
- Consider contracting opportunities at all levels (\$\$\$)
- Continue to build relationships
- Follow up with potential clients
- **Never** stop marketing for additional business
- Join an organization or trade association in your industry

# Where to Look for Opportunities



# Where to Look for Opportunities

- Federal, State and Local Government Agencies
- Churches
- Procurement Forecasts
- Agencies' websites
- Procurement Notices
- Local Newspapers
- Military Installations
- Hospitals
- Utility Companies
- School Systems
- Large Prime Contractors
- Major Corporations
- General Contractors
- Other Small Businesses
- Educational Institutions

# Major Development Projects in Prince George's County (Partial Listing)

- The National Harbor
- Woodmore Town Center
- Brandywine Crossing-Phase II
- Kingdom Square
- M Square/Maryland and Research Park
- The Karington
- Ritchie Station Market Place

## Visit

[princegeorgescountymd.gov/Government/AgencyIndex/CentralServices/index](http://princegeorgescountymd.gov/Government/AgencyIndex/CentralServices/index)

# Major Development Projects in Prince George's County (Partial Listing)

- Konterra
- University Town Center
- M Square/Maryland and Research Park
- Greenbelt Station Town Centre
- Suitland Federal Center
- Intercounty Connector

# County Agencies' Opportunities Postings—Where to Look

- Office of Central Services
- Minority Business Development Division
- Center for Minority Business Development (CMBD)
- Small Business Initiative
- Visit [www.princegeorgescountymd.gov](http://www.princegeorgescountymd.gov)

## **Look for the following documents:**

Procurement Forecast – FY 2011

Current Contracting Opportunities

Listing of Major Development Projects with Points of Contact

# Other Local Contracting Opportunities

- Maryland National-Capital Park and Planning Commission  
6611 Kenilworth Avenue  
Riverdale, MD 20737  
Phone: 301-454-1601  
Website: [www.mncppc.org](http://www.mncppc.org)
- Department of Housing & Community Development  
9400 Peppercorn Place  
Largo, MD 20774  
Phone: 301-883-5591  
E-mail: [dhcd@co.pg.md.us](mailto:dhcd@co.pg.md.us)

# Other Local Contracting Opportunities (cont'd)

Yvette Williams  
MBE Coordinator  
Prince George's County Public Schools  
13300 Old Marlboro Pike  
Upper Marlboro, MD 20772  
Phone: 301-780-5830  
Website: [www1.pgcps.org](http://www1.pgcps.org)

# Other Local Contracting Opportunities (cont'd)

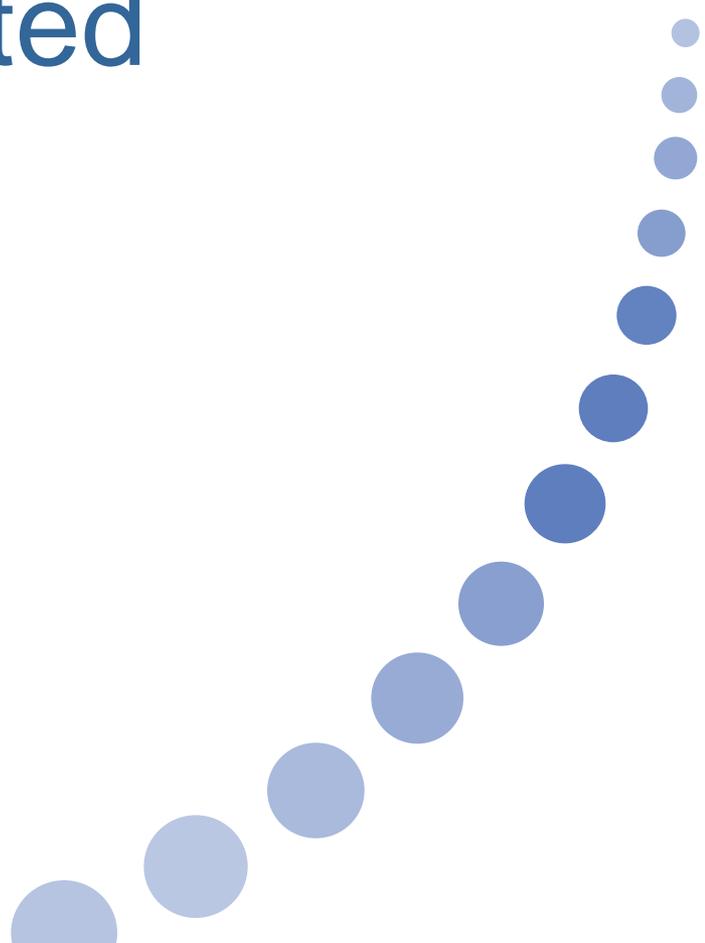
Washington Metropolitan Area Transit Authority  
(WMATA)

600 Fifth Street, NW  
Washington, DC 20001  
Phone: 202-962-1082  
Website: [www.wmata.com](http://www.wmata.com)

# Other Local Contracting Opportunities (cont'd)

Towanda R. Livingston, Director  
Small, Local and Minority Business Enterprise Office  
Washington Suburban Sanitary Commission (WSSC)  
14501 Sweitzer Lane  
Laurel, MD 20707  
Phone: 301-206-8800  
E-mail: [tlivings@wsscwater.com](mailto:tlivings@wsscwater.com)  
Website: [www.wsscwater.com](http://www.wsscwater.com)

# Get Connected



# Networking Opportunities

- Business Networking Sessions
- Trade Shows
- Webinars
- Forums, Workshops
- Conferences
- Training Sessions
- Pre-Proposal/  
Pre-Solicitation  
Conferences



# Local Trade Associations and Professional Organizations

- MD/DC Minority Supplier Development Council – [www.mddccouncil.org](http://www.mddccouncil.org) 301-592-6700
- South County Economic Development Association – <http://scedainc.org/off> 301-292-7808

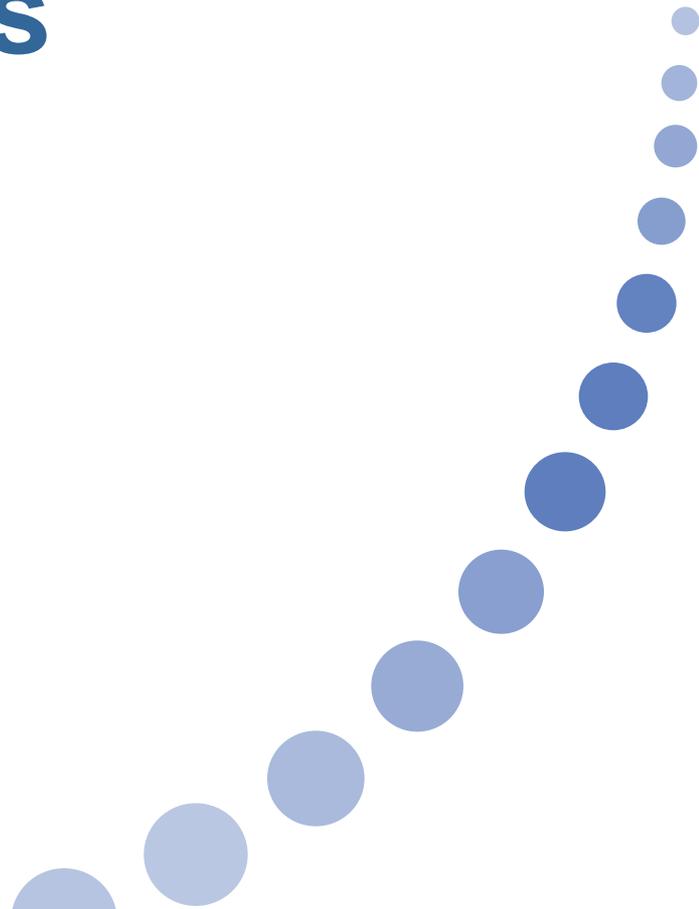
# Local Trade Associations and Professional Organizations (cont'd)

- Greater Bowie Chamber of Commerce – [www.bowiechamber.org](http://www.bowiechamber.org) 301-262-0929
- Mid Atlantic Hispanic Chamber of Commerce Prince George's Chapter – [www.mahcc.org](http://www.mahcc.org) 301-262-2771
- Greater Prince George's Business Roundtable – [www.bizroundtable.org](http://www.bizroundtable.org) 301-860-0809
- Baltimore-Washington Corridor Chamber of Commerce – [www.baltwashchamber.org](http://www.baltwashchamber.org) 301-725-4000

# Local Trade Associations and Professional Organizations (cont'd)

- Prince George's County Chamber of Commerce – [www.pgcoc.org](http://www.pgcoc.org) 301-731-5000
- Prince George's County Black Chamber of Commerce – [www.pgblackchamber.org](http://www.pgblackchamber.org)
- Prince George's Business and Community Coalition – 301-292-3621
- Prince George's County Association of Realtors – [www.pgcar.com](http://www.pgcar.com) 301-306-7900

# Resources



# County Resources

- Prince George's County Economic Development Corporation  
1100 Mercantile Lane, Suite 111A  
Largo, MD 20774  
Phone: 301-583-4650  
Fax: 301-772-8540  
Website: [www.pgcedc.com](http://www.pgcedc.com)
- Small Business Initiative  
Charlotte Ducksworth, Director  
1100 Mercantile Lane, Suite 111A  
Largo, MD 20774  
Phone: 301-583-4650  
Website: [www.pgcedc.com](http://www.pgcedc.com)

# County Resources (cont'd)

- Prince George's Financial Services Corporation (FSC)  
1100 Mercantile Lane - Suite 115A  
Largo, MD 20774  
Phone: 301-883-6900  
Website: [www.pgfsc.com](http://www.pgfsc.com)
- Economic Development & Training Institute  
Joe Gaskins, Executive Director  
5625 Allentown Road - Suite 107  
Camp Springs, MD 20746  
Phone: 301-423-0524  
E-mail: [edti-tmh@yahoo.com](mailto:edti-tmh@yahoo.com)
- Prince George's County, Maryland  
<http://princegeorgescountymd.gov/>

# County Resources (cont'd)

- Office of Central Services  
Minority Business Development Division  
1400 McCormick Drive-Second Floor  
Largo, MD 20774  
Phone: 301-883-6450
- Prince George's County Public Schools  
14201 School Lane  
Upper Marlboro, MD 20772  
Phone: 301-952-6008  
Website: [www.pgcps.org/pgboard.html](http://www.pgcps.org/pgboard.html)

# County Resources (cont'd)

- Licensing Department  
14741 Governor Oden Bowie Drive - Room L15  
Upper Marlboro, MD 20772  
Phone: 301-952-3330
- Center for Minority Business Development  
Located at Prince George's Community College  
Carl Brown, Executive Director  
301 Largo Road  
Largo, MD 20774  
Phone: 301-322-0100  
Website: [www.pgcc.edu](http://www.pgcc.edu)

# Prince George's County Vendor Database



- Prince George's County Vendor/MBE On Line Application - <http://egov.co.pg.md.us/Mbeapp>

## **Walk Up Locations to Register: \***

1400 McCormick Drive (1)

1100 Mercantile Lane (2)

**\*Both located in Largo, Maryland**

# Publications

## **Business Resource Guide**

Issued by:

**Department of Business & Economic Development**

217 East Redwood Street, 10<sup>th</sup> Floor

Baltimore, MD

Phone: 410-767-0095

Website: [www.emaryland.gov](http://www.emaryland.gov)

**NETWORK**  
**Relationships**  
**Access**  
**MARKET**  
**Past Performance**

# Important Reminders

**Don't  
FORGET!**



# Always Remember...

- You MUST prepare for success
  - Do your homework (industry, competitors, market research)
- You MUST know and believe in your product or service
- You MUST represent your company well
  - Marketing materials (business card, brochure, Capability Statement, letterhead)
  - Proposals (well thought out, organized, well written and edited, responds to the RFP/RFI/RFQ, delivered ON TIME)

# ...and Do Not Forget

- You **MUST** network to build relationships (subcontracting opportunities may abound)
- You **MUST** use all of the resources available to you—that's why they are there!
- You **MUST** be patient—you may have to build slowly, or wait for government response, or wait for the best opportunity for your business, etc.

# Contact Information

Mirinda Jackson

Compliance Manager

Prince George's County Council

14741 Governor Oden Bowie Drive

County Administration Building

First Floor - Room 1177

Upper Marlboro, MD 20772

Phone: 301-952-4919

Fax: 301-780-2097

E-mail: [MDJackson1@co.pg.md.us](mailto:MDJackson1@co.pg.md.us)