

Welcome!



**SPRING 2018
SMALL BUSINESS EVENT:
TAKING CARE OF BUSINESS**

May 23, 2018



“How to Do Business with SEPTA”

PROCUREMENT, SUPPLY CHAIN & DBE DIVISION

May 23, 2018

Procurement & Supply Chain Management

Key Points



- Procurement Contacts – SEPTA Business Directory
- Examples of Materials & Services Procured
- Accessing Procurement Information via our Internet
 - Septa.org
- Registering on SEPTA's ePS System (Electronic Procurement System)
- Over \$100,000 Bid/RFP Opportunities



Southeastern Pennsylvania Transportation Authority
Serving Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties

Monday | 5.21.18

- Getting Around
- About
- Customer Service
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- Business

Choose Your Service

- Regional Rail
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- CCT Connect

Google Transit

Departing Arriving

Quick Links

- Schedules
- Maps
- Fares
- System Status

Procurement and Supply Chain Management

PSCM General Information | (215) 580-8300

Senior Staff

Andy Abdallah, Assistant General Manager, Procurement, Supply Chain, and DBE | (215) 580-3345 | aabdallah@septa.org
Ashley Abshire, Administrative Assistant II | (215) 580-8334 | aabshire@septa.org

Marie Chua, Senior Director, Procurement and Supply Chain Management | (215) 580-8310 | mchua@septa.org

Vacant, Director, Contract Administration

Vavant, Director, Materials Management, Infrastructure |

Robin Deveney, Director, Compliance and Quality Assurance | (215) 580-3505 | rdeveney@septa.org

Robert J. Landgraf, Director, Supply Chain Management | (215) 580-8358 | rlandgraf@septa.org

John Vito, Director, Materials Management, Automotive, Rail, and Asset Recovery | (215) 580-8354 | jvito@septa.org

Materials Management, Rail

Procurements for rail vehicle related parts and equipment. This, however, excludes the purchase of new rail vehicles

Jim Richeal, Manager Materials Management, Rail | (215) 580-8314 | jricheal@septa.org

Michael Bailey, Procurement Officer | (215) 580-7910 | mbailey@septa.org

Carolyn Caruso, Senior Procurement Officer | (215) 580-7599 | ccaruso@septa.org

Dan Clegg, Resource Controller | (215) 580-3056 | ddlegg@septa.org

Stephen Curley, Procurement Officer | (215) 580-8122 | scurley@septa.org

James Kolb, Resource Control | (215) 580-6249 | jkolb@septa.org

Scott Landes, Resource Controller | (215) 580-6801 | slandes@septa.org

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Scott Mitchell, Resource Controller | (215) 580-6684 | smitchell@septa.org

Yolanda Mosley, Procurement Officer | (215) 580-8350 | ymosley@septa.org

Lisa Negri, Resource Controller | (215) 580-3812 | lnegri@septa.org

Lou Pallante, Resource Controller | (215) 580-3895 | lpallante@septa.org

John Shtatman, Resource Controller | (215) 580-5136 | jshtatman@septa.org

- **Rail & Railroad Fleet Related Parts:** Rail vehicle related parts and equipment
- **Infrastructure (Power, Track, Communications & Signals, Bridges & Buildings, City Construction, Shops & Station Maintenance):** Infrastructure materials & equipment; metals & fabrication; construction and building materials
- **Bus & Utility Fleet Replacement Parts:** All vehicle related parts and equipment
Maintenance, Repair & Operations (MRO) Materials, IT Equipment, Office Supplies, and All Asset Recovery Functions: Chemicals; janitorial supplies; electrical supplies; industrial mill supplies; safety equipment; wire & cable; catenary materials; HVAC/plumbing; rail, ties, screw spikes, printing; computer & related hardware items; office supplies; vehicle rental; purchase of new commercial vehicles
- **Construction:** Construction projects; architectural & engineering services
- **Professional & Technical Services:** Computer software & services; hazardous material disposal; real estate lease; technical services; professional services; transit advertising services; building management services
- **Vehicle & Special Services:** New bus and rail rolling stock; rubber tires for buses; fuels & lubricants; paratransit services; energy procurements; employee benefits



Southeastern Pennsylvania Transportation Authority
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Wednesday | 3.14.18

Google Custom Search

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3/14/18

Departing Arriving

Quick Links

Sale of Tokens and Legacy Passes

AT ALLEGHENY, CALLOWHILL, GERMANTOWN, & SOUTHERN DISTRICTS

Ends

MONDAY, APRIL 2, 2018

[Learn More>>>](#)



Alerts

This section will contain information on unanticipated service interruptions. For current updates on all routes go to [System Status](#).

News & Events

- MAR 11** [New Regional Rail Schedules Take Effect](#)
- MAR 23** [Sale of Tokens Ending at Regional Rail Stations](#)
- MAR 27** [Jenkintown-Wyncote Station Open House](#)
- APR 02** [Token & Pass Sales Ending at SEPTA Bus Districts](#)



The Future of Fare Payment



SEPTA's Website – Procurement Menu



SEPTA Southeastern Pennsylvania Transportation Authority
Serving Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties

Friday | 4.21.17

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From:

To:

4/21/17 3:21 PM

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Business Opportunities

- Procurement** >
- DBE Program Office >
- Advertising Opportunities >
- Transit Gift Store >
- How To Sell Tokens & Passes >

Contact Us

CHAT

[Online Comment Form](#) | 1234 Market Street, Philadelphia, PA 19107 | (215) 580-7800 Phone | (215) 580-7853 TDD/TTY

SEPTA's Website – Procurement Menu



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Friday | 4.21.17

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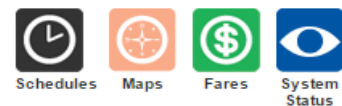
- Regional Rail
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[Business Directory](#) >



Electronic Procurement System (ePS)

The Procurement & Supply Chain Management Department remains committed to providing a full and open competitive environment for procurement opportunities in conformance with local, state and federal regulations. The Authority offers prospective bidders the ability to access information on business opportunities through an electronic system. All pricing offers posted to this system will remain secure and unreadable until the deadline listed.

SEPTA provides an eProcurement System (ePS) allowing registered users to receive automatic notification when a product or service within a firm's area of business expertise is being procured by SEPTA. This system is free but requires an Internet connected device. **No other form of bid or quotation will be accepted for procurements facilitated through ePS.**

Prospective bidders can contact the appropriate buyer to receive copies of select procurements not listed in ePS.

Suppliers should first read our [registration instructions for ePS](#). Then, [register using the vendor form](#) to request approval for participation in our system.

Upon approval, read the [quoting instructions \(procurements under \\$100,000\)](#) and [bidding instructions \(procurements over \\$100,000\)](#) and ePS FAQs to learn how to properly navigate the system. If you need help during the registration process you can contact us by email at epsadmin@septa.org.

[ePS Vendor Login](#)

[\\$100,000 and under ePS award listings](#)

[\\$25,001-\\$100,000 Quote Listings](#)

[\\$100,000 and above Bid Listings](#)

[\\$100,000 and above Bid Results](#)

[Terms & Conditions](#)

[Video Tutorials: eBid](#)





Vendor Registration Form SEPTA eProcurement System

Company Information

Company Name*

Doing Business As

Login ID* ?

Password* ?

Confirm Password*

Company Website

Federal Tax Number* ?

DUNS Number

W-9 Classification* ?

Select

Certification Information

Certification Status* ?

Select

SEPTA – ePS Vendor Registration



W-9 Classification*

Certification Information

Certification Status*

Certification Agency*

Gender*

Certification Type*

Ethnicity*

Note

A PDF copy of your Certification Document will be required at the bottom of this form.

Notify via Email

- Yes - I want to receive automatic notification of solicitations that match my selected Commodity codes as well as being notified 24 hours in advance of the closing of solicitations that match my selected codes.
- No - I do not want to receive any automatic notifications of solicitations that match my selected Commodity codes. You may change this option at any time by updating your vendor profile.



Commodity Codes ?

Please enter a full or partial keyword or a four digit Commodity Code number each time you search.

Keyword or Commodity Code

5 codes found.

Matching Commodity Code(s)

- 1454 - Construction Equipment Parts
- 1862 - Construction Machinery & Equipment Rental
- 1865 - Heavy Construction Rental Equipment
- 2278 - General Construction
- 2279 - Highway/ Street/ Bridge Construction

Vendor Selected Commodity Code(s)*



NAICS Codes ?

Please enter a full or partial keyword or a six digit NAICS Code number each time you search.

Keyword or NAICS Code

412 codes found.

Matching NAICS Code(s)

- 212321 - Construction sand and gravel beneficiating (e.g.,
- 212321 - Construction sand or gravel dredging
- 212321 - Sand and gravel quarrying (i.e., construction gra
- 212321 - Sand, construction grade, quarrying and/or bene
- 213112 - Contract services (except site preparation and re
- 213112 - Oil and gas field services (except contract drilling
- 213112 - Preparation of oil and gas field drilling sites (exc
- 213113 - Anthracite mining services (except site preparati

-
-
-
-

Vendor Selected NAICS Code(s)*



IRS Form W-9

Upload Form (.PDF Only)*

BROWSE...

RESET


SUBMIT

SEPTA's Website – Bid & RFP Opportunities



Southeastern Pennsylvania Transportation Authority
Serving Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties

Friday | 4.21.17

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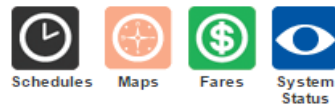
 From

 To

4/21/17  3:23 PM

Departing Arriving

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SEPTA's Website – Bid & RFP Opportunities



Wednesday | 6.22.16

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Bid & RFP Opportunities

[\\$25,001 - \\$100,000 Non-EPS Bid & RFP Opportunities](#)

[Over \\$100,000 Non-EPS Bid/RFP Opportunities](#)

[Bid Tabulations](#)



Over \$100,000 Bid/RFP Opportunities

17-00265-ATMM.

5th & Market Station Enhancement Project

Pre-Bid: February 09, 2018 at 10:00 AM

Pre-Bid Location: 1234 Market Street, 11th Floor, Philadelphia, PA

Deadline for Sealed Bids: Rescheduled to March 21, 2018 at 2:00 PM

Sealed Bid Opening Location: 1234 Market Street 11th Floor, Philadelphia, PA

Contact Name: Thomas Moiani

Contact E-mail: tmoiani@septa.org

Contact Phone: 215-580-8311

Previous Process

- Invitations to bid are e-mailed to a list of known vendors.
- Vendors submit bid packages via mail and hand delivery.

eBID Process

- Bids are electronically sent from ePS to all vendors with the relevant commodity code.
- Vendors submit all necessary bid documents electronically.

Benefits

- Currently, documentation may be missing from submitted package and unknown until sealed bid packages are opened.
- eBID flags missing documentation prior to transmission and will disallow submission unless all required items are sufficient.



Southeastern Pennsylvania Transportation Authority

8/23/2017 | 11:04:52 AM

[SEPTA HOME](#) [Doing Business with SEPTA](#) [Help](#)

Hello, **Company A.** ([Sign Out](#))

Vendor Main Menu

SEPTA eProcurement System

Vendor Administration

➤ [Update Registration Information](#)

eProcurement Quotations

Quotes Under \$100,000

➤ [View Open Quotes](#)

➤ [View Quote Confirmations](#)

Bids Over \$100,000

➤ [View Open Bids](#)

➤ [View Bid Confirmations](#)

Rebuilding for the Future Project Reporting

Manage Employees

➤ [View Employees](#)

➤ [Add Employee](#)



Southeastern Pennsylvania Transportation Authority

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[\(Sign Out\)](#)

[Vendor Home](#)
[Search Open Bids](#)
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Open Bids List

Bids Over \$100,000

RFQs Matching Search Criteria: **6**

Commodity Codes	Bid Number	Bid Title	Open Date	Close Date
1641	17-00132-AKNJ	DELL OPTIPLEX 7040 (Or EQUAL)MINI-TOWER	08/23/2017	09/07/2017
2163, 2164, 2166, 2171	17-00168-ACZC	17-00168-ACZC ZERO LONGITUDINAL RESTRAINTS AND DIRECT FIXATION FASTENERS	08/22/2017	09/07/2017
2276	17-00163-ACVM	CONCRETE CUTTING SERVICES	08/16/2017	09/06/2017
1689	17-00161-AMUD	STOCKLESS STATIONARY SYSTEM IN	08/21/2017	09/06/2017
2326	17-00129-AMJP	IBT 500 Uniform and Supply Management Program - 1 Year Contract with an Option to Extend to a Second and Third Year	08/11/2017	08/31/2017
1471, 1472	17-00149-ALZW	SUV'S, Various Trucks and Vans	07/19/2017	08/24/2017



- **Business Development – Be Proactive . . .**

- **Attend Pre-bid and Pre-proposal Meetings**

 - Opportunity to learn about the specifics of the procurement/scope of work

 - Meet the SEPTA Team

 - Network with other firms for potential joint-venturing or subcontracting opportunities

- **Research Contracting Opportunities**

 - Visit SEPTA's website (www.septa.org/business) often for upcoming opportunities

 - Register for SEPTA's eProcurement System (ePS)

 - Register with other agencies (e.g., City of Philadelphia's Office of Economic Opportunity; PA Department of General Services; PennDOT's ECMS system)

Thank You!



Please contact epsadmin@septa.org with questions





**SPRING 2018
SMALL BUSINESS EVENT**

**TAKING CARE
OF BUSINESS**

SCORE

Philadelphia Chapter



Welcome to **SCORE Philadelphia!**

105 N. 22nd Street
Philadelphia, PA 19103
(215) 231-9880
www.score.org

The History of SCORE Association

- Founded in 1964 as the “Service Corps of Retired Executives”.
- In early 2000’s, the name was modified to “SCORE: Counselors to America’s Small Business”
- Mission is to provide free advice to small businesses by utilizing the experience of its members.
- SCORE Association is a resource partner of the U.S. Small Business Administration (SBA).
- Headquartered in Herndon, VA - consists of over 325 chapters and over 11,000 volunteers!

Vision:

Every person has the support necessary to thrive as a small business owner.

Mission:

Foster vibrant small business communities through mentoring and education.

Goal:

Help 1 million clients by 2020!

U.S. Small Business Administration



Your Small Business Resource

STRATEGIC OBJECTIVES

Culture:

- To create an environment where highly skilled professionals can civically impact the small business community through civic engagement.
- Build corporate and agency partnerships.
- Small business sustainability.

Diversity & Inclusion:

- Recruitment - increase the number of committed volunteers.

Leadership:

- Identify leaders, roles, & committees.
- Improve organizational effectiveness & operational efficiency.



Our executive board, mentors, speakers, & interns
are all comprised of generous volunteers!



SCORE Philadelphia provides the following services for our clients & volunteers:

Mentoring

Training

Workshops

Seminars

Roundtable Discussions

Networking Events



SCORE Philadelphia offers free one-on-one mentoring & low-cost educational programs in the following areas:

- | | |
|---|--|
| <ul style="list-style-type: none">● Business Accounting/
Budgeting● Business Plan● Buy/ Sell Business● Cash Flow Management● Customer Relations● eCommerce● Financing/ Capital● Franchising● Government Contracting | <ul style="list-style-type: none">● Human Resources/ Managing
Employees● International Trade● Legal Issues● Managing a Business● Marketing/ Sales● Start-Up Assistance● Tax Planning● Technology/ Computers● Other |
|---|--|

Our 2017 Impact – according to PriceWaterhouseCooper (PWC)

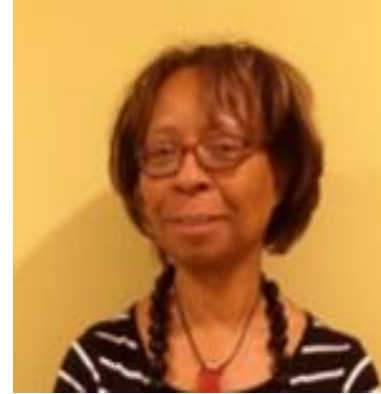
- New Businesses Started – 178
- Non Owner Jobs Created – 210
- Total Chapter Services – 3,289
(Total Mentoring Sessions provided plus total workshop attendees)
- Percentage of SCORE clients in business – 49%
- Percentage of SCORE clients that grew their businesses - 39%



**Dr. Patricia
Brown
Administrative
Assistant**

Available Monday to Wednesday

- schedules client appointments
- maintains the schedules of all of the volunteer mentors



**Georgianna
Collick
Administrative
Assistant**

Available Tuesdays, Thursdays, & Fridays

- creates SCORE Philadelphia newsletter
- provides administrative support for all SCORE Philadelphia committees



Welcome to **SCORE Philadelphia!**

105 N. 22nd Street
Philadelphia, PA 19103
(215) 231-9880
www.score.org



**SPRING 2018
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**TAKING CARE
OF BUSINESS**

**Small Business Enterprise (SBE)
Supportive Services Center of
Cheyney University**

Networking Commando



Small Business Enterprise Supportive Services Center

A Shared Initiative between Cheyney University of Pennsylvania and The Pennsylvania Department of Transportation

Mark Corbin, Director

Table Contents

1. Networking Commando Origin
2. Business Intelligence/Processing Leads
3. Small Business List of Braggables
4. 30/60 Day Strategy
5. Bus Companies Do it Best
6. 90 Day Strategy
7. Association Value
8. Build a Good Reputation



SBE Mission

The Mission of the Small Business Enterprise Supportive Services Center (SBESSC) is to serve as a resource for assisting SBE firms in gaining access to FAA, FHWA, and FTA assisted, transportation-related contracts. The Center will also assist active SBEs in the transportation arena in becoming self-sufficient and achieving proficiency in order to compete on an equal basis with non SBE's.

What is a Small Business Enterprise?

A for-profit business owned by a United States citizen or lawfully admitted permanent resident of the United States.

A firm that does not exceed the Small Business Administration's size standards for the work they desire to perform.

A firm whose average annual gross receipts for the three previous fiscal years does not exceed \$23.98 million.

Networking Commando Origin

An outlier response in a previous DBE Needs Assessment Survey was associated with the following question: “**What most hindered your ability to quote a PennDOT project?**”

- 43% of respondents cited “**Lack of Prime Contractor Networking.**”

Based that response and several others we decided to take a different approach to helping SBEs improve their networking activities based upon a military model “Mission Command.” Mission Command incorporates collaborative planning and feedback throughout the operations process which is critical to developing and maintaining a common understanding of the situation and the mission.

The goal of the Networking Commando is to apply the same techniques to the daily operations of the small business owner. We suggest the following solutions to alleviate Networking Hindrances: (1) Business Intelligence, (2) 30|60 Day Strategy, (3) 90-Day Strategy and (4) Associations Value.

Business Intelligence -- Lead Generation

When you receive a lead from someone in your network, **UNDERSTAND** you are getting information on a prospective customer who is usually ready to **BUY NOW**.

The prospects are generally known to the person who gave you the lead/referral. ‘This generally results in a cost savings to you i.e. less time acquiring the new customer and less cost for advertising.’”

This new lead/referral will know that you are reputable based on the recommendation of a mutual acquaintance, and will be more likely to pick up the telephone when you call to initiate your relationship.

Small Business List of Braggables

1. **List the Strengths** of your team and **Highlight** them in your promotions. This is key to establishing a **Solid Reputation** and encouraging **New and Repeat Business**.
2. **Focus** on the **Years of Experience** of the individuals involved. List where the Individuals **Worked, for How Long**, and what **Types of Projects** they completed.
3. **Focus** on a **Service or Project** that your company does particularly well in your advertising to bring customers on board in this area.
4. Discuss your Company as an **Expert** in a particular aspect of **Construction** your **Special Niche** in construction, real estate or marketing.
5. Developing a **Specialty** helps make your brand memorable and sets you apart from the competition.

30/60 Day Strategy

Once you've targeted your prospect(s), distribute your firm's Capability Statement. Your Capability Statement will serve as an excellent introductory document for distribution to prospects and others before doing business with them.

We recommend this be done by email within the first five-days of meeting. During the next *20-30 days*, follow-up with a mailed (U.S. Postal Service) version. On *day 60* you should follow-up with a postcard sized reminder with the firm logo and your name prominently displayed on the front and discreetly on the back.

The firm's services, mailing address, website, and email address should also be on the back panel.

Bus Companies Do It Best

Interior bus ads are placed above the windows along both (*Positioning*) sides of the bus and enable your campaign to reach thousands of daily riders. Fifteen minute average trip times allow signs to capture the attention of riders all day long:

Key Goals for You:

1. Develop a **Method to Reach** your audience when they are most receptive.
2. **Build Familiarity** with your brand, so customers will think of you when making purchasing decisions.
3. **Low Cost Repetition** of your ads builds reach and frequency quickly resulting in high recall and awareness of your message.

90-Day Strategy

90-days after meeting your prospect and adhering to the 30|60|90 Day Strategy, you have solidified your work and reputation with quality correspondence.

Day 91, via phone call request a face-to-face meeting; Create a script for your person to use when making this appointment. This is not a phone call to be made by you. Find a retired person or that expensive college student you have at home this summer.

The goals of this call (1) *“Is Not to Put a Face with the Name”* – The sole intention of this appointment is to access to new opportunities and to keep work coming in the door, (2) You are not building credibility here, you’ve done that with your capability statement and postcard and (3) This is a coffee meeting, not breakfast, lunch, or dinner.

You will either meet at your worksite or the worksite of your prospect. Use this time as an opportunity demonstrate your knowledge about their work or products. You are closing the sale today and working on cementing a long-term relationship.

Building a Good Reputation

1. **Commit** to putting clients first and providing superior quality and high delivery standards.
2. **Delivering Superior Customer Service** lays a foundation for a good reputation – Managing what how customers to talk about you online.
3. **You** provide an online tools on your website **for customers to review you --** to increase your chances of getting good reviews.
4. **“Preserving your brand's reputation”** -- make sure your team knows your brand's core message and understands what image is to be **Projected at all Times to Customers.**
5. **“Outside the organization, you need to make sure that your brand image is being communicated consistently.”**
6. **Handle client complaints directly – client satisfaction is the key.**

Associations Value

Consider joining: **Pennsylvania Society of Professional Engineers** which allows you to connect with engineers from all disciplines and gain access to potential business partners, employers, and employees.

The Urban League Entrepreneurship Center (Philadelphia) provides technical assistance, strategic planning and links to resources to help small businesses grow their financial and human capital.

The Greater Philadelphia Chamber of Commerce instantly connects you to thousands of companies throughout the region.

Utilizing this strategy will allow your business and employees to gain access to several extensive networks, businesses, and professionals found throughout southeastern Pennsylvania, southern New Jersey, and northern Delaware.

SBE Supportive Services Team

Contact Information:

Mark Corbin: mcorbin@cheyney.edu

Telephone: 610-399-2178

Dominique Smiley: dsmiley@cheyney.edu

Telephone: 610-399-2473

SBE Website: <http://www.pennsbess.com>

Twitter: @SBESSCPA

Facebook: Facebook.com/SBESUPPORTIVESERVICECENTER



**SPRING 2018
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**TAKING CARE
OF BUSINESS**

**Environmental
Construction Services,
Inc. (ECSI)**



ECSI 360

3D DESIGN • CONSTRUCT • MAINTAIN



Agenda

- ❖ About ECSI
- ❖ Best Practices for Small Businesses
- ❖ Commercial Useful Function
- ❖ Value of Small Businesses





- Based out of the Philadelphia Navy Ship Yard
- Founded in 2010 (8 Years)
- Specialize In Mechanical & Plumbing Construction and Facilities Management
- Average Between 20 and 30 Employees

ECSI 360 - About Us

About Me



Michael Brown, CEO
Founder

- ▶ Mechanical Engineer and MBA with 20 years of experience in Construction
- ▶ Certified Energy Manager
- ▶ ASHRAE, AEE, SMACNA, MCA Member
- ▶ Board Member: PIDC, GPCC, CCP Foundation (past)
- ▶ Chair of Regulatory Reform Commission City of Philadelphia (Real Estate and Construction)



ECSI 360
FINANCIAL
GROWTH



2015 Inc. 5000 Rank	#229
3-Year Growth	1,907%
2014 Revenue	\$7.3 M
Jobs Added	37

2015 INC. 5000 HONORS



About ECSI 360

- ▶ Construction Company that Specializes in Building Information Modeling and Energy Efficiency
- ▶ Patent Pending Technology in Energy Efficiency
- ▶ 2014 Technological Excellence Award Winner for the Philadelphia Chamber Of Commerce
- ▶ 4th Fastest Privately Held Construction Company in the United States Between 2011 and 2014



Growth of ECSI 360



	2011	2012	2013	2014	2015	2016	2017
GM	41%	15%	31%	14%	14%	15%	40%
OH	41%	25%	29%	14%	19%	21%	14%
AR Days	95	41	105	69	119	104	161

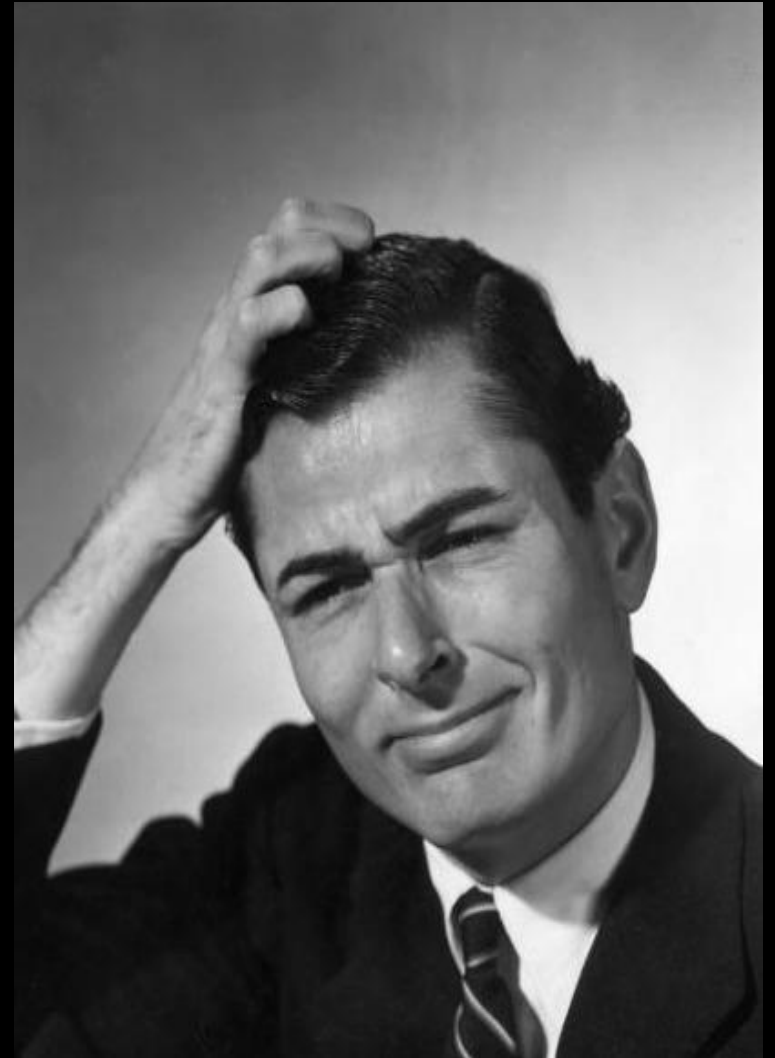
4 Best Practices For Growing Your Small Business



1 Answering to the needs of the Customer



What Does
That Mean
For
Construction



Understanding Value & Competitive Advantage



Value

- ▶ Benefit that you provide a customer or society
- ▶ Examples of Defined Value
 - ▶ Low Cost
 - ▶ Faster Construction
 - ▶ Better Operations
- ▶ Examples of Intrinsic Value
 - ▶ Feels Better
 - ▶ Easier

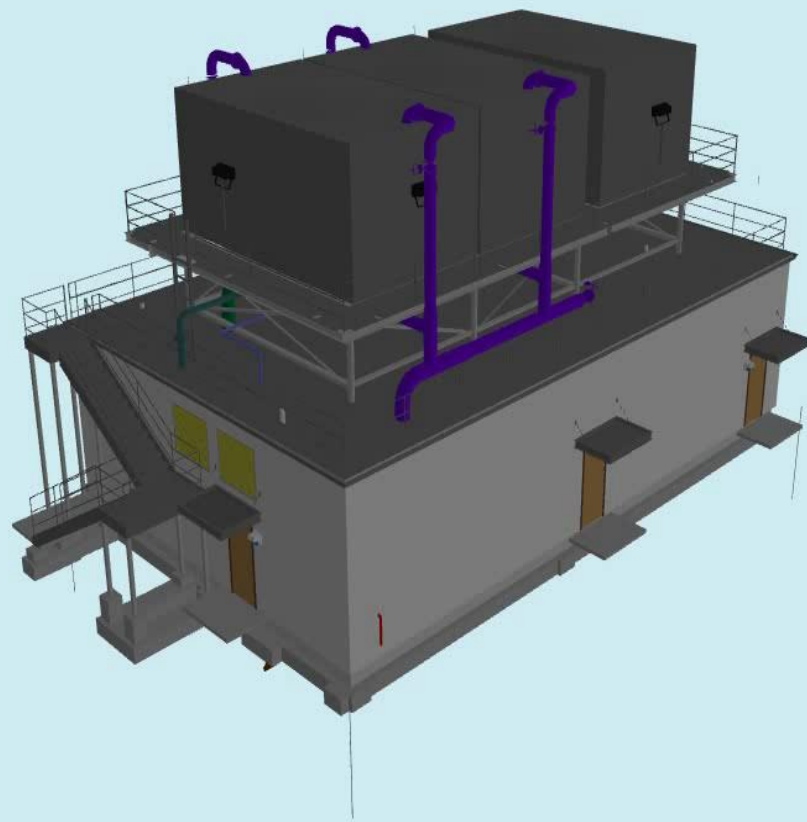
Competitive Advantage

- ▶ Why you should be picked over your competition
- ▶ Examples
 - ▶ Better Value
 - ▶ Lower Price
 - ▶ Better Product

Note: Be careful when perceiving diversity as value!



Our Value is centered around technology!



2 Getting Paid On Time!

- ▶ Small businesses need cash
- ▶ Vendors won't give you low prices without it
- ▶ Unions will decimate you
- ▶ Projects will be less profitable
- ▶ You will not survive

Focus on
Collections &
Billing

Negotiate
Payment
Terms

~~No Bad
Customers~~



3 Marketing yourself and your product



- Join Associations
- Attend Networking Events
- Chair Committees
- Join Peer Groups

Goldman Sachs **10,000 small businesses**

“More impactful work is done by small business owners between 5 and 9 than 9 and 5”

In physics, a force is said to do work if and when there is a movement ... in the direction of the force



So if you are....

Without the 3Ns...



Networking
Negotiating
kNowing People

Your are not
working hard!



Your are wasting
energy!



(c) The Orange Rhino

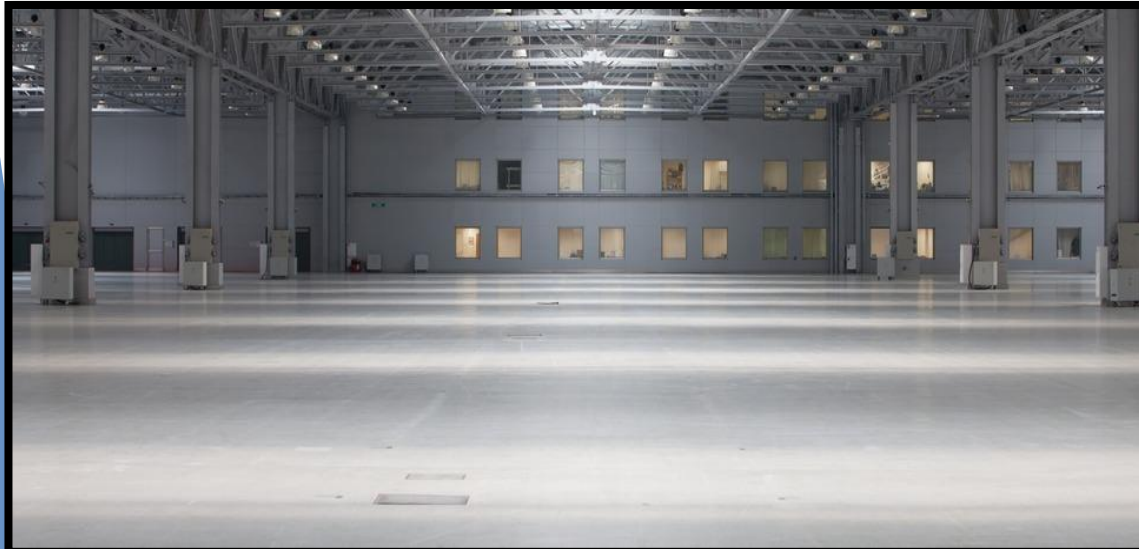
4 Understanding Competitive Forces



Commercial Useful Function

“CUF” Effect on
Competitive Forces

Examples of Non-CUF Companies



Effects of NonCUFs on Competitive Forces

- Suppliers will only work with WMBE Firms with Joint Checking Agreements
- Customers will only differentiate MWBE Firms through their “fee”
- Your only differentiator is your MBE certificate
- Any firm can enter your market and compete
- MWBE firms compete for fees rather than work together



Why would anyone
want to work with a
small business

VALUE

of a Small Business

- ▶ Resiliency
- ▶ Attentive to clients
- ▶ Less overhead
- ▶ We create local jobs!



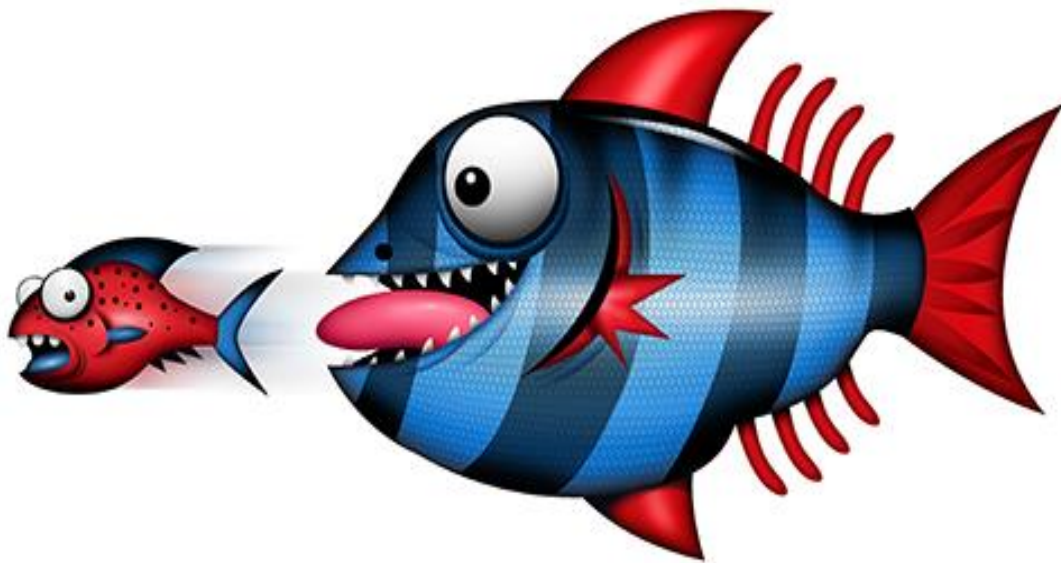


PIDDC

Driving growth to every corner of Philadelphia

Small Fish in a Big Pond:

Survival Tactics
in the
Construction
Industry





**SPRING 2018
SMALL BUSINESS EVENT**

**TAKING CARE
OF BUSINESS**

Q & A TIME...

What's on your MIND?

