

ASRC Federal Technology Solutions, LLC
Marketing Plan

The current marketing approach expands on the current AFTS customer base, as well as the customer base developed across ASRC Federal Holding Company. A small team of business development professionals and capture managers will identify prospective customers through Government solicitations, electronic marketing, trade shows, customer calls, and networking. This includes registering with databases maintained by Government agencies and industry prime contractors, attending various business functions/events, and visiting with various agency personnel. AFTS will narrow down to those leads that match targeted business areas in order to preserve strategic focus.

The Company will market the advantages of set-aside work for contractors certified in the 8(a) Business Development program, and will follow-up using key messages with prospective customers throughout the acquisition period. AFTS will actively seek subcontract roles with prime contractors supporting our targeted customers, and also with potential new customers. These subcontract roles will enable AFTS the opportunity, as well as build the experience, to compete for non-8(a) service contracts in the future. AFTS continuously manages and expands a 36-month pipeline with a sliding window of "opportunity ranking" commensurate with the maturity of customer acquisition strategies and AFTS strategic fit. When opportunities are deemed realistic targets, AFTS will move forward with a process that deliberately identifies agency stakeholders, develops an agency and industry contact plan, and makes the customer aware of Company capabilities. Prior to Government request for proposals, the team will develop a strategically superior opportunity solution to be presented through extraordinarily successful proposal processes honed over time.

Our targeted agencies are located throughout the Continental United States. We focus our marketing efforts at customer leadership locations, which is typically in agency HQ's. A majority of agencies are located in the Washington, D.C. area. We also utilize conferences and customer specific trade shows to pursue opportunities.

Customers:

- US Army
- US Department of Commerce
- Department of Homeland Security
- Department of Energy
- Department of Labor
- Environmental Protection Agency
- Federal Aviation Agency
- Food and Drug Administration
- Federal Trade Commission
- Department of State
- Securities and Exchange Commission
- US Patent Trademark Office