

SECTION VII - MARKETING PLAN

19. Describe the customers and geographic territory to be targeted for marketing efforts to generate non-8(a) revenue.

Solicitation of Large DOD Contractors

FBO

Associated General Contractors of America (AGC)

The Blue Book

Property Managers

Contracting Officers

Advertising campaign focus on non 8(a) Private additional dwelling units

20. Describe the federal agencies and geographic territory to be targeted for marketing efforts to generate 8(a) revenue.

West Coast / San Diego: NAVFAC, ACOE, US Coast Guard, Spawar Gulf Coast / Corpus Christi: DHS, NAVFAC, ACOE, US Coast Guard East Coast / Maryland: NOAA, NSA, NAVFAC, ACOE, US Coast Guard, DHS

21. Describe the marketing techniques, strategies, and tools you will use in the future to promote your business. Address 8(a) market segments and non-8(a) market segments separately.

8a: Go to Contracting Officers and perform presentations of our capabilities, monitor websites for opportunities to network and email capabilities to general and sub-contractors.

Non 8a: Continue advertising, monitor websites for opportunities to network and email capabilities to general and sub-contractors.

Subcontracting Opportunities: Registering to be listed on vendors list of General Contractors for Concrete, Masonry, Custom Metal Fabrication, and Finishes.