MAXIMIZING YOUR COMPETITIVE ADVANTAGE UTILIZING BUSINESS STATUS & RESOURCES

INDUSTRY DAY 2017

Bonita Carroll, Deputy for Small Business

Chicago District

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Maximizing Your Competitive Advantage Utilizing Business Status & Resources

Agenda

- **What is Competitive Advantage?**

  Definition

- **Potential Impacts: Both Positive and Negative**
- **Got Status? Use it!**

  Small Business, Small Disadvantaged Business/8a, Service Disabled Veteran-Owned Small Business, Women-Owned Small Business, and Certified HUBZone Small Business

- **Your Resources: Get to Know and Use Them**
- **Questions**

What is Competitive Advantage?

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competitive advantage

com·pet·i·tive ad·van·tage *noun*
A condition or circumstance that puts a company in a favorable or superior business position.

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It distinguishes <u>your</u> business from others

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Potential Impacts: Positive and Negative

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Got Status? Use It!

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- Highlight relevant project experience on your Capabilities Statement
- List the NAICS Codes you have demonstrated experience in.
- **Note your Socioeconomic Category (e.g. WOSB, SDVOSB**
- Partner, Network, Introduce Yourself to Large/Small Businesses

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Large Business

Small Business

Small Disadvantaged Business

Service-Disabled Veteran-Owned Small Business

Women-Owned Small Business

Certified HUBZone Small Business

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Your Resources: Get to Know and Use Them

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SBA

U.S. Small Business Administration

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ILLINOIS PTAC®
PROCUREMENT TECHNICAL ASSISTANCE CENTER

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E·D·A
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

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2/22/2017

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- $59,775 **WOSB Set Aside Award**-Electric Barrier II-A Chiller Rental, *Dependable Building Services, Inc.,* Contract# W912P6-16-P-0010

- $

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Differentiation Strategy

Innovative Strategy

Operational Effectiveness

The Information Advantage

http://garfinkleexecutivecoaching.com/articles/business-intelligence-and-company-strategy/do-you-know-the-seven-strategies-to-define-your-competitive-advantage

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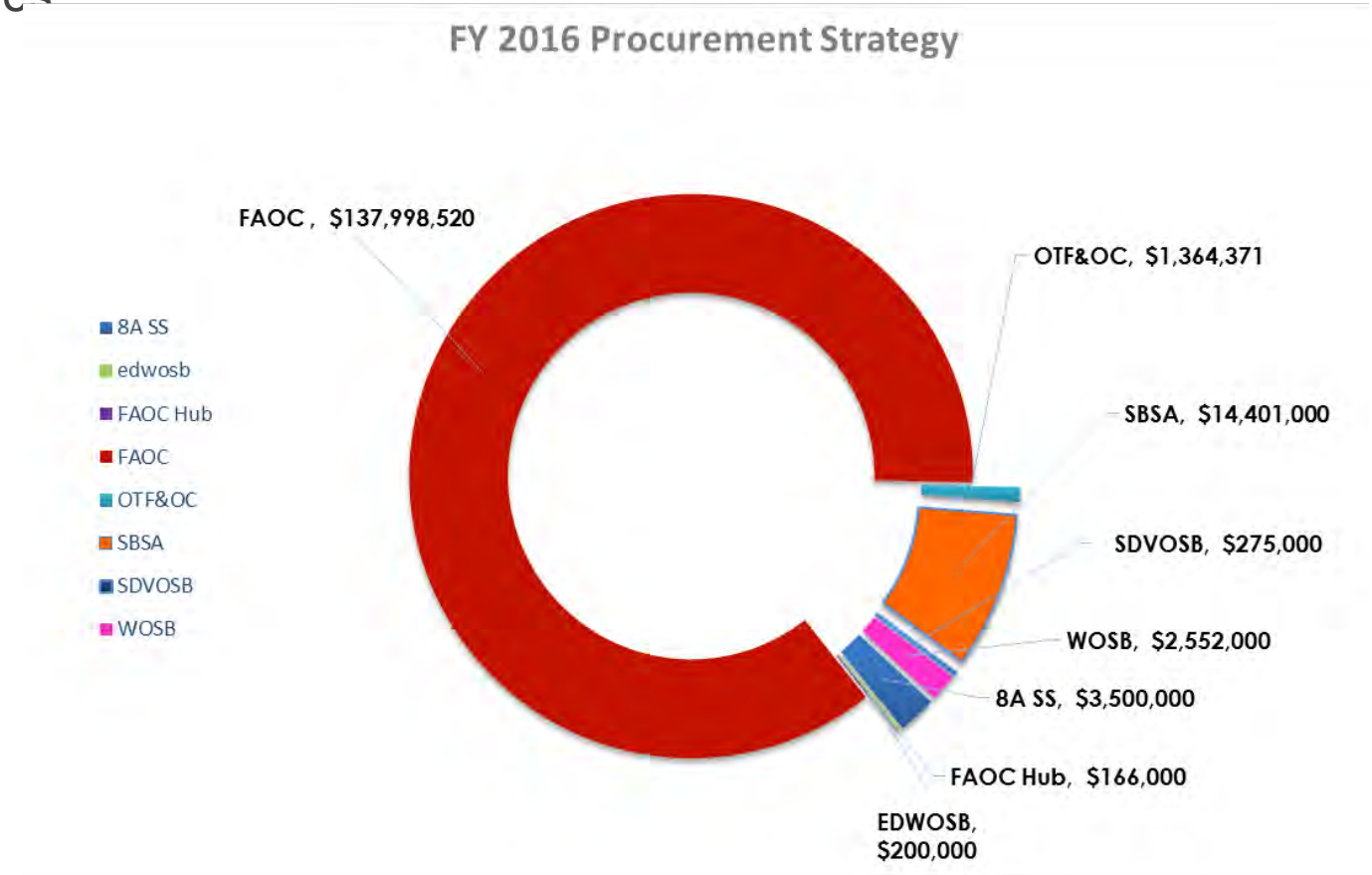
In FY 2016, USACE, Chicago District has executed 30 Small Business Coordination Records (DD 2579s) to date, with an estimated total contract value of $161M, spanning 16 NAICS Codes, and a procurement strategy that includes:



of Engineers.

Points of Contact

DEPUTY FOR SMALL BUSINESS
CHICAGO DISTRICT AND DETROIT DISTRICT
PHONE: 312-846-5565
E-MAIL: LRCSB@USACE.ARMY.MIL
WEBSITE: WWW.LRC.USACE.ARMY.MIL

ASSISTANT DIRECTOR
OFFICE OF SMALL BUSINESS PROGRAMS
U.S. ARMY CORPS OF ENGINEERS
LAKES AND OHIO RIVER DIVISION
TELEPHONE: 513-684-2348
E-MAIL:
F.JOE.HASTINGS@USACE.ARMY.MIL

Chief of Contracting, Chicago District
Phone: 312-846-5371
E-mail: Regina.G.Blair@usace.army.mil
Website: www.lrc.usace.army.mil

Regional Contract Chief
Phone: 716-879-4173
Email: Jeffrey.G.Ernest@usace.army.mil

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Questions?