

ASRC Federal Business Innovation, LLC

Marketing Capability

The current marketing approach expands on the current AFBI 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. AFBI 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. AFBI will actively seek subcontract roles with prime contractors supporting our targeted customers, and with potential new customers. These subcontract roles will enable AFBI the opportunity, as well as build the experience, to compete for non-8(a) service contracts in the future.

AFBI continuously manages and expands a 36-month pipeline with a sliding window of "opportunity ranking" commensurate with the maturity of customer acquisition strategies and AFBI strategic fit. When opportunities are deemed realistic targets, AFBI 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 requests 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.

- US Air Force
- US Army
- US Navy
- National Aeronautics and Space Administration
- US Air Force Space Command
- National Oceanic and Atmospheric Administration
- US Drug Enforcement Administration
- US Department of Defense
- Drug Enforcement Administration
- NASA Goddard Space Flight Center
- Environmental Protection Agency
- Federal Aviation Administration