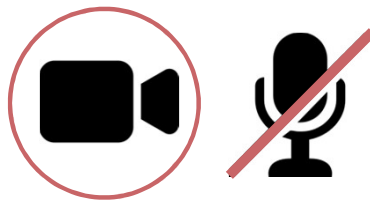


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# The Small Business Guide to Procurement and Government Contracts

Jinni Rock-Bailey

# Topics To Cover

 **What is Procurement**

 **Ask Yourself These Questions**

 **The Language of  
Procurement**

 **The Importance of  
Marketing**

 **Documents Needed to  
Compete**

 **Doing your Due Diligence**

 **When You Know Your Ready**

# Definition

## **Procurement**

The process of purchasing goods or services and is usually refers to business spending.

Business procurement requires preparation, solicitation, and payment processing, which usually involves several areas of a company.

# Definition

## Procurement

Complex process that involves many moving parts, from the initial request for a proposal (RFP) to the final contract award.

It involves every activity involved in obtaining the goods and services a company needs to support its daily operations.

## Such As

■ **Sourcing**






■ **Negotiating Terms**

■ **Purchasing Items**

■ **Receiving and inspecting goods**

■ **Effective record keeping records of all the steps**

# The Language of Procurement

-  **Quote**
-  **Request for Proposal (RFP)**
-  **Request for Qualifications (RFQ)**
-  **Request for Information (RFI)**
-  **Letter of Intent**



## Documents Needed to Compete...



**IRS EIN LETTER**



**ARTICLES OF  
INCORPORATION**



**BUSINESS  
REGISTRATION  
CERTIFICATE**



**CERTIFICATE OF  
INCORPORATION**



 **Documents Needed to Compete...**  
**Continued**



**CERTIFICATE OF  
AUTHORITY**



**MBE / WBE /  
CERTIFICATIONS  
AND VBE / DVOB /  
SBE REGISTRATIONS**



**OPERATING ,  
PARTNERSHIP OR  
MANAGEMENT  
AGREEMENT**



**BUSINESS TAX  
RETURNS**

 **Documents Needed to Compete...**  
**Continued**

 **BUSINESS  
INSURANCE:**

 **WORKERS  
COMPENSATION  
POLICY**

 **LIABILITY  
INSURANCE  
POLICY**



## OTHER BUSINESS FINANCIAL REPORTS



**Profit and Loss  
Statement**



**NAIC Codes**



**Balance Sheet**

# The Importance of Marketing

**1 Enhance the Company's Overall PR and Marketing Program**

**2 Social Media Presence**

**3 Build a website**

**4 Use your domain for email**

**5 Search Engine Optimization / Traffic**

**6 Capability Statement**

# Doing Your Due Diligence

**STEP 1**

**Have your  
documents ready.**

**STEP 2**

**Know who you want  
to do business with.  
Government or  
Corporate  
Customer?**

**STEP 3**

**Learn the  
purchasing process  
for the institution  
that you want to  
work with.**

**STEP 4**

**Know the  
Government  
Purchasing Agents.**

# You know you are ready when...



## Documents

- Identified
- Completed
- Filed



## Identification of

- Government
- Corporate



## Company readiness

- Operations
- PR/Marketing



## Marketing

- Create Digital FootPrint
- Create or Enhance Socials
- Optimize Website
- TRAFFIC (SEO/PPC )

# RESOURCES

 [NJ BAC/nj.gov/njbusiness](http://NJ BAC/nj.gov/njbusiness)

 [NJStart.gov](http://NJStart.gov)

 [NJEDA](#)

 Register your business with counties, municipalities and cities.

 UCEDC

 Register our business with private state institutions

 Certification with the State

# REVIEW

 **What is Procurement**

 **The Language of Procurement**

 **Documents Needed to Compete**

 **Ask Yourself These Questions**

 **The Importance of Marketing**

 **Doing your Due Diligence**

 **When You Know Your Ready**





# QUESTIONS & ANSWERS



**THANK**  
**YOU**

**JINNI ROCK-BAILEY**