

Concetrance Consulting Group

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Advertising and Integrated Marketing Solutions

GS-07F-0453U and GS-07F-0454U

July 15, 2008 – July 14, 2013

Concetrance is an 8a, women-owned, small disadvantaged, management consulting firm staffed by a team of highly experienced consultants. Having achieved a very successful track record providing marketing and design services in the private sector, Concetrance now offers these services to government enterprises.

At Concetrance, we strive to achieve excellence in our client engagements and nurture and reward an environment of excellence within our own company. We embrace core values among ourselves as well as with our clients that foster a collaboration, openness, and excellence. Our goal is to make Concetrance a good place to work and our associates, good people to work with who share a common focus your success.

We apply a 4Cs Model for Success to the various stages of client initiatives. By following our methodology, our consultants help clients clarify their objectives; develop solutions and outcomes that meet these objectives; and communicate their objectives and processes both to internal and external audiences. Concetrance engagements establish a platform for the on-going management and of client initiatives, which ensures a smooth transition to the successor or in-house management team.

The Concetrance 4Cs Model for Success is based on our study of and experience with successful initiatives all initiatives follow similar and iterating paths centered on the same vision. We have captured these paths in the Concetrance 4Cs Model for Success, Concept Development Construction, Communication and Convergence.

Concetrance has a GSA AIMS contract for SINS: 541-3 Web Based Marketing Services, 541-4A Market Research and Analysis, 541F Commercial Art and Graphic Design. The following list describes specific areas of specialty within each of these SINS.

Web Based Marketing Services 541-3

Develop strategies for an agency to provide the maximum use of their Internet capabilities. Typical tasks may involve the consultation, development and implementation of the following typical web based tasks:

- Website Design and Maintenance Services
- Search Engine Development
- E-mail Marketing
- Interactive Marketing

Web Based Training
Web Casting
Video Conferencing via the web
Section 508 compliance: including Captioning Services
On-Line Media Management
Related activities to electronic marketing services

Market Research and Analysis Services 541-4A

Services include, but are not limited to:

- Develop customized strategic marketing plans
- Create branding initiatives
- Create public awareness of products, services, and issues
- Identify and analyze target markets
- Establish measurable marketing objectives; determine market trends and conditions; identify and implement appropriate strategies
- Conduct focus groups, telemarketing, and individual interviews, prepare/distribute surveys, and compile/analyze results
- Manage call centers (in relation to services provided under this schedule)

Commercial Art and Graphic Design Services 541-4F

Commercial art, graphic design, and special effects that educate the consumer market about a product or service may be required under this SIN. Typical tasks include:

- Developing conceptual design and layouts
- Providing copywriting and technical writing services
- Developing publication designs and/or typographic layout
- Furnishing custom or stock artwork (including electronic artwork)

Labor Category Descriptions (SINs 541-3, 541-4A, and 541-4F)

Labor Category Name: Partner/Expert Consultant II

Minimum Requirements

Years of Experience:

15 or more years experience in specific areas of marketing, advertising or communication analysis.

Education

Masters Degree or Ph. D. in marketing, business, advertising, communication or relevant experience

Experience

The Expert Consultant II is someone known in his/her field, which is either academic, gained from publication of scholarly articles or has acquired broad industry recognition for successful research, design, development or implementation of highly specialized marketing issues, systems or methods. The

Expert Consultant II possesses unique subject matter expertise in a defined competency area with a strong history of success in the execution of those competencies. The Expert Consultant II has been responsible for applying his/her in-depth knowledge and expertise to educate and guide clients on best practices in the areas of management, marketing, advertising, problem identification and solution implementation.

Labor Category Name: Senior Consultant

Minimum Requirements

Years of Experience:

10 or more years experience in the management of large scale and multiple marketing and advertising initiatives.

Education

Bachelor's Degree

Experience:

The Senior Consultant manages large, complex and or multiple engagements. The Senior Consultant structures problem identification processes and associated solutions, prioritizes activities, delegates tasks, coaches team members, manages initiative schedule and costs and manages day-to-day interactions with clients. He/she is facile in the application of Concentrance's 4Cs methodology.

The Senior Consultant applies specialized knowledge of a relevant Concentrance practice area (e.g., research, strategic planning, program/product development, assessment, information management, project management, or documentation) to areas of assignment.

Labor Category Name: Consultant III

Minimum Requirements

Years of Experience:

5- 10 years experience in the management, development and implementation of large scale business and financial initiatives.

Education:

Bachelor's Degree

Experience:

The Consultant III has managed medium sized marketing and advertising engagements and has the ability to perform in-depth financial analysis including areas such as market research, commercial art, graphic design, and web based marketing solutions. The Consultant III structures problem identification

processes and associated solutions, prioritizes activities, delegates tasks, coaches team members, manages initiative schedule and costs and manages day-to-day interactions with clients. The Consultant III can independently develop and present mid-sized client reports.

Labor Category Name: Consultant II

Minimum Requirements

Years of Experience:

3– 8 years of experience in the development and implementation of marketing and advertising initiatives.

Education:

Bachelor's Degree or equivalent experience

Experience:

The Consultant II is experienced with project management relating to market research, commercial art, graphic design, and web based marketing solutions. The Consultant II can develop and deliver client reports with minimum supervision.

Labor Category Name: Consultant I

Minimum Requirements

Years of Experience:

2 – 4 years of experience in the development and implementation of marketing and advertising initiatives.

Education:

Bachelor's Degree or equivalent experience

Experience:

The Consultant II is experienced with market research, commercial art, graphic design, and web based marketing solutions and can contribute to the development of client reports and presentations with supervision.

Labor Category Name: Senior Analyst

Minimum Requirements

Years of Experience:

5 years demonstrated experience in hypothesis formulation, data gathering and manipulation using Excel or SAS. Must have demonstrated the ability to draw conclusions and discover trends within the information being mined or analyzed.

Education:

Bachelor's Degree

Experience:

The Senior Analyst supports the project team in the research and analysis of data, information, trends, and processes based upon the requirements of the particular engagement. The Senior Analyst applies specialized knowledge of practice area in areas of assignment. The Senior Analyst often takes responsibility for a defined portion of the engagement and participates in formulating the recommendations put forth by the project team. The Senior Analyst oversees the work of other Analysts. The Senior Analyst presents findings in a clear concise manner to diverse audiences. The Senior Analyst may have overall management responsibility for small to medium sized engagements.

Labor Category Name: Business Analyst III

Minimum Requirements

Years of Experience:

3-5 years demonstrated experience conducting business or market analyses that address client needs related to management, organizational and business improvement. Business area of focus may vary including marketing, business administration, marketing, statistics, mortgage banking, or social science.

Education:

Bachelor's Degree, trained in the use of Concentrance's 4Cs Methodology.

Duties:

The Business Analyst III can identify business problems and recommend potential solutions. He/She is capable of designing tactical implementation solutions and implementing them. He/She can develop and write client status reports. The Business Analyst III can work with minimal supervision and can supervise a small to medium-sized project. The Business Analyst III can conduct general business and social research with minimal direction and is facile with general office environment work tools such as Microsoft Office suite.

Labor Category Name: Business Analyst II

Minimum Requirements

Years of Experience:

2-5 years demonstrated experience conducting business analyses that address client needs related to management, organizational and business improvement. Business area of focus may vary including marketing, business administration, economics, statistics, mortgage banking, or social science.

Education:

Bachelor's Degree, trained in the use of Concentrance's 4Cs Methodology.

Duties:

The Business Analyst II performs work activities similar or identical to the Business Analyst III. The Business Analyst II requires a greater degree of direction in completing assignments than the Business Analyst III. The Business Analyst II can identify business problems and recommend potential solutions. He/She is capable of designing tactical implementation solutions and implementing them. He/She can develop and write client status reports with supervision. The Business Analyst II can work with minimal supervision and can supervise a small to medium-sized project. The Business Analyst II can conduct general business and social research with minimal direction and is facile with general office environment work tools such as Microsoft Office suite.

SIN 541-3 Web Based Marketing Services, SIN 541-4A Market Research Services and 541-4F Commercial Art and Graphic Design Services

Client Information for Ordering Activities

GSA Schedule Contract Numbers: GS-07F-0453U & GS-07F-0454U

Business Size: Small, Disadvantaged, Women Owned

Concetrance Consulting AIMS/GSA Rates/Pricelist	
Labor Category	Rates
Partner	\$251.75
Expert Consultant	\$251.75
Senior Consultant	\$175.18
Consultant III	\$120.89
Consultant II	\$ 82.98
Consultant I	\$ 70.52
Senior Analyst	\$127.18
Business Analyst III	\$ 95.55
Business Analyst II	\$ 65.45
Other Direct Costs	Rates
Focus Group Rental Facility	\$3,100. Per Day
One –on-One Interview Room (No Access to Video or Audio Recording Equipment)	\$2,000. Per Day
Recruiting Respondents, Facility Selection and Management	\$164.34 Per Respondent
Incentives	\$100.00 -\$125.00 Per Respondent
Respondent Food	\$25.00 Per Respondent

CUSTOMER INFORMATION:

1a. SPECIAL ITEM NUMBERS:

- 541- 3 Web Based Marketing Services
- 541- 4A Market Research and Analysis
- 541- 4F Commercial Art and Graphic Design

1b. Pricing for Services (see AIMS/GSA Rates/Pricelist above)

2. MAXIMUM ORDER*: \$1,000,000 per SIN and \$3,000,000 per order

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE: Domestic

5. POINT(S) OF PRODUCTION: Services N/A

6. DISCOUNT FROM LIST PRICES: 2.20%-17.20% - Prices shown on AIMS/GSA Rates/Pricelist (above) are net prices after discounts

7. QUANTITY DISCOUNT(S): None

8. PROMPT PAYMENT TERMS: Net 30 Days

9. GOVERNMENT PURCHASE CARDS: Accepted

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: In accordance with the requirements of the task order

11b. EXPEDITED DELIVERY: Contact Contractor's Representative

11c. OVERNIGHT AND 2-DAY DELIVERY: Services N/A

11d. URGENT REQUIRMENTS: Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination

13a. ORDERING ADDRESS: Concentrance Consulting Group, Inc.
1220 19th St. NW, Suite. 502
Washington, DC 20036

13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3

14. PAYMENT ADDRESS: Same as contractor

15. WARRANTY PROVISION: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. EXPORT PACKING CHARGES: Not applicable

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: None

18. – 24. N/A

25. DUNS NUMBER: 097093087

26. CONTRACTOR REGISTRATION (CCR): Concentrance Consulting Group is registered in CCR.