



Technology Research
Consultants, Inc.

A Woman Owned Small Disadvantaged Business



ASSOCIATION OF
STRATEGIC
ALLIANCE
PROFESSIONALS, INC.

What You Need to Know Before You Team/Partner

Presented to

12th Annual

Army Small Business Conference

Presented By

Technology Research Consultants, Inc.

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Consultants, Inc.

DOD Prime Contractor

A Veteran Woman Owned Small Disadvantaged Manufacturing & Integration Business

- Veteran, Disadvantaged, Woman Owned Small Business
- Established in June 2002
- 8(a) Certification Granted: October 2002
- 2007 Sales: \$13.6M Orders: \$46.2M

**NAICS Codes: 334511,
541511, 514210, 514191,
541513, 541330, 541210,
541330, 336411, 541710**

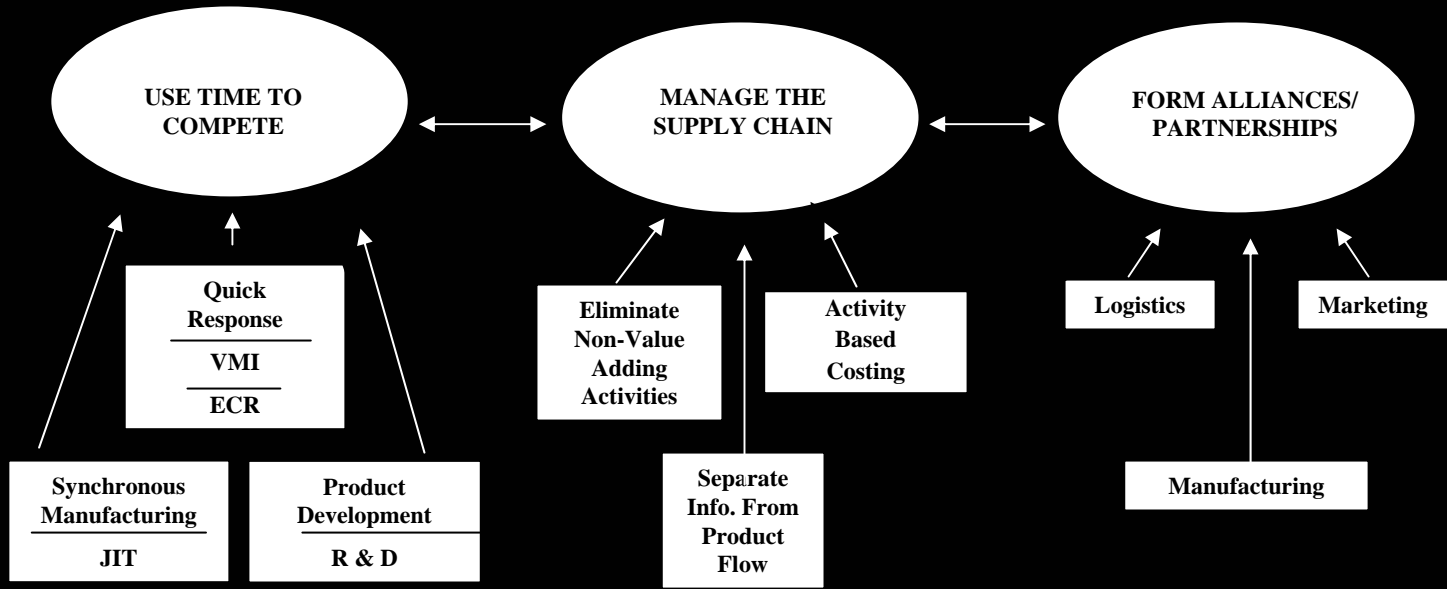
Locations

- ★ Corporate Headquarters
2801 US Hwy 17/92 West
Haines City, Florida 33844
- ★ Bushnell, Florida





TO PRIME DOD CONTRACTS SMALL BUSINESSES MUST:



TQM

Business Reengineering

Single Source Solutions



TIE ALLIANCE STRATEGIES TO THE CORPORATE BUSINESS PLAN

ENTRY

- **Diversification**
- **Leveraging**
 - **Customer Base**
 - **Infrastructure**
- **Acquisition Trial**
- **DOD PRIME vs. SUB**

SUSTAINING

- **New Discriminator**
- **Current Cost Reduction**
- **Pushes Innovation**
- **Turn Key Solutions**
- **Lower Risk Exposure**
- **Reduces Transition Cost**

EXIT

- **Alternative for Customer**
- **Buyer/Seller Transition**
- **Novations**
- **Reduces Exit Cost**
- **Stepping Stone**



Teaming/Alliance Considerations

Customer Service

- Responsiveness
- On-Time Performance
- Time Based Competition
- Outside Expertise
 - Infrastructure
 - Transportation
 - Combine Technologies

Economics/ Costs

- Productivity Gains
- Improved Cost Controls
- Economies of Scale
 - Labor, Insurance
 - Overhead
 - Purchasing Power
 - Asset Utilization

Business Reengineering

- Refocus on Core
- Rationalization
- Integrated Supply Chain
- Rightsizing
- Downsizing
- Cost Reductions

Quality

- Variability
- Damage
- Information
- Customer Interfaces



PARTNERSHIP SELECTION PROCESS

IDENTIFY GOALS

Customer Service
Channel Network
Labor Issues
Investment Alternatives
Operating Costs
Capacity Constraint
Product/Process Technologies
Marketing Access
Functional Expertise
Internal Organization
Vendor Base

IDENTIFY REQUIRED SERVICES

Inbound Transportation
JIT Pickup / Delivery
Information Systems
Ordering Admin
Import/Export Activities
Production / Assembly

IDENTIFY SPECIFIC OBJECTIVES

Improve Financial Performance
Reduce Investment
Improve Productivity
Improve Customer Service
Improve System Flexibility
Gain Distinctive Competencies
Improve Work Environment
Improve Control Over Operations

DETERMINE SELECTION CRITERIA

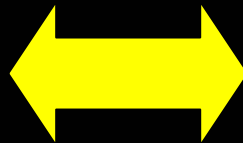
Size of Firm
Financial Performance and Stability
Efficiency of Operations
Capacity
Experience / Past Performance Record
IT & Quality Organizations
Compatibility of Corporate Cultures



Managing Long Term Partnerships

Key Factors

- Sense of Trust
- Mutually Beneficial Written Agreement
- Mitigate Affiliation Issues First
- Pricing Strategies
- Management Commitment
- Shared Risk
- Clearly Defined Goals
- Teamwork/Task Force - P&L Center
- On-Going Performance Measurement
- Two-Way Feedback/Communication
- Incentives That Reinforce Goal Structure



Identify Partner's Major Expectations



Identify Barriers to a Successful
Long Term Partnership



Mutually Identify and Set Performance
Standards



Monitor and Measure Performance



Evaluate Variances/Gaps



Communicate Problems and
Performance Levels



Create Environment Based on
Mutual Trust

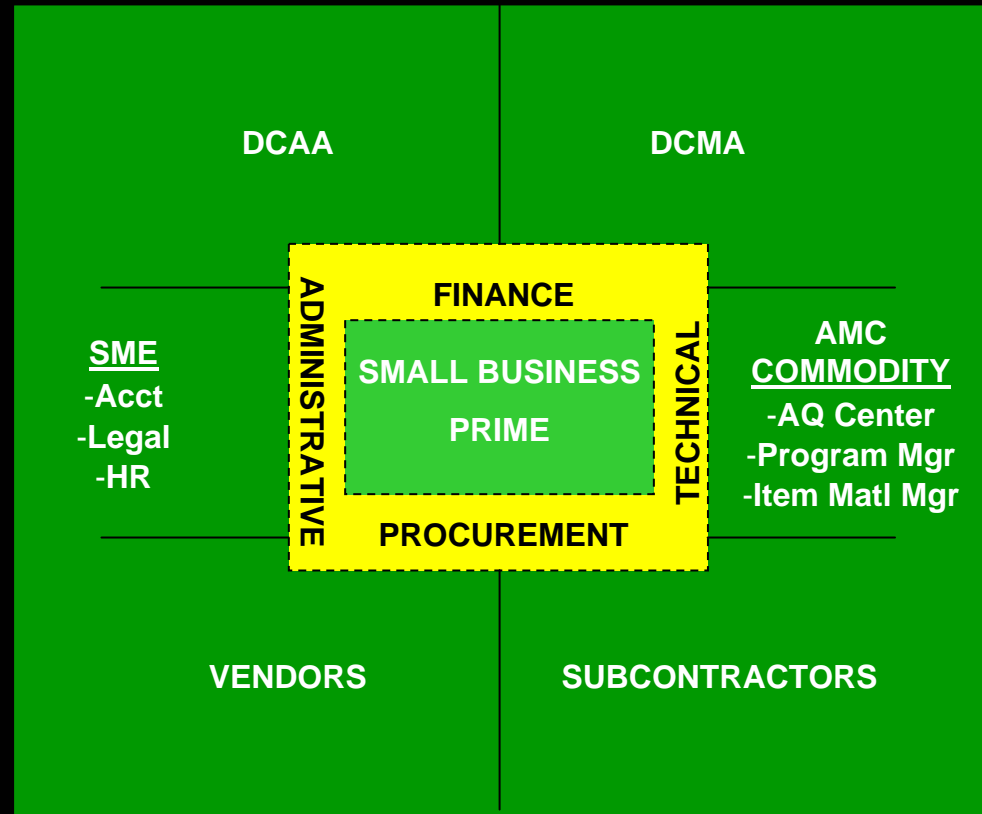


SB PRIMES FACE:

- LARGER CONTRACTS
- PREAWARD SURVEYS
 - PAST PERFORMANCE
 - FINANCING AGTS
 - QUALITY INFRASTRUCTURE
- DFAR/FAR ALLOWS:
 - LG/SB TEAMING
 - SMALL BUSINESS JV
 - MENTOR INVESTMENT

AMC – AN ACQUISITION
ENVIRONMENT ENCOURAGING
SMALL BUSINESS TEAMING

THE SEAMLESS PARTNERSHIP





Small Business Benefits

- Infrastructure Support
- Larger Contract Award \$'s
- Lower Cost of Capital
- Increase Facility Capacities
- Subsidized Marketing Costs

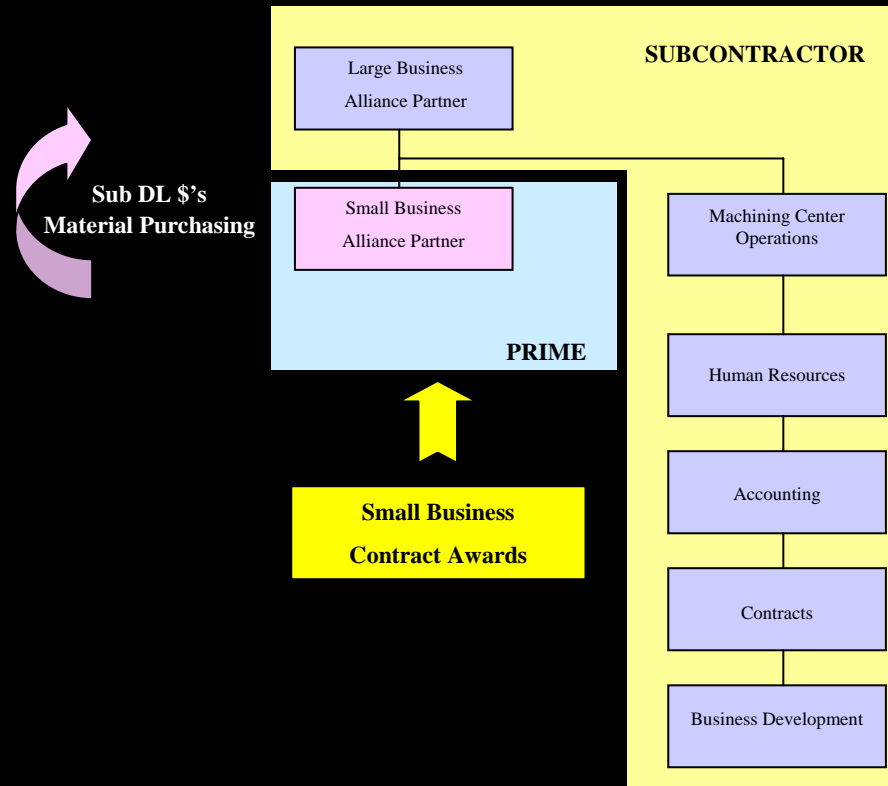
Large Business Benefits

- Increased Market Share
- Participate in Small Business Segment
- Lowers Material Handling Factor

Alliance Benefits

- Innovative Cost Pool
- Leverages Core Competency Synergies

ALLIANCE EXAMPLE





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Question and Answer Session
Sample SBA Approved Alliance Business
Teaming Agreement at

www.sba.gov

Special Recognition and Thanks Given To:



University of Alabama

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