



GREATER SOUTHWEST
DEVELOPMENT CORPORATION

Who We Are

Our programs have been serving the State of Illinois and the Southwest side of Chicago for over 48 years

Vision: A thriving Southwest Chicago community

Our mission: To be a catalyst for creating and maintaining a vital southwest Chicago community by empowering, building and sustaining development that raises the quality of life for our neighborhood residents, businesses and industries.



Our Programs and Services

- Housing and Financial Services
- Senior Living
- Real Estate and Community Development
- Business Advising





Illinois Small Business Development Center provides information, confidential business guidance, training and other resources to start-up and existing small businesses.



Illinois Procurement Technical Assistance Centers are a portal for small businesses looking to enter the world of government contracting. The centers provide one-on-one counseling, technical information, marketing assistance and training to existing businesses interested in selling their goods and services to local, state, and/or federal government agencies.



**Illinois
Department of Commerce
& Economic Opportunity**



What is PTAC/PTAP



- The Procurement Technical Assistance Program was established to expand the number of businesses capable of participating in government contracts.
- In the past, the program was administered by DLA's Office of Small Business in cooperation with states, local governments and nonprofit organizations. Under the program, Procurement Technical Assistance Centers (PTACs) help businesses pursue and perform under contracts with the Department of Defense, other federal agencies, state and local governments and with government prime contractors, and most of the assistance the PTACs provide is free.
- https://www.youtube.com/watch?v=_mX88Sr18x8



APEX Accelerators help businesses

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- Complete registration with a wide range of databases necessary for them to participate in the government marketplace (e.g., SAM).
- Identify which agencies and offices may need their products or services and how connect with buying agencies and offices
- Determine whether they are ready for government opportunities and how to position themselves in the market to succeed
- Navigate solicitations and potential funding opportunities
- Receive notifications of government contract opportunities on a regular basis (Bid Match)
- Network with buying officers, prime contractors, and other businesses
- Resolve performance issues and prepare for audit, only if the service is needed after receiving an award



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What is SAM.gov?

The System for Award Management (SAM.gov), it is an official website of the U.S. Government. There is no cost to use SAM.gov.

You can use this site to:

- Register to do business with the U.S. Government
- Update, renew, or check the status of your entity registration
- Search for entity registration and exclusion records
- Search for assistance listings (formerly CFDA.gov), wage determinations (formerly WDOL.gov), contract opportunities (formerly FBO.gov), and contract data reports (formerly part of FPDS.gov)
- View and submit BioPreferred and Service Contract Reports (Managed by the U.S. Department of Agriculture (USDA), the goal of the BioPreferred Program is to increase the purchase and use of biobased products)
- Access publicly available award data





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Federal Government – Registration Information Required:

ALL companies wanting to do business with the federal government must register. Central **secured** databank for government contractors – electronic method preferred choice for payments.

Annual update required (update as needed)

Website: <https://www.sam.gov>

Help Guide:

[SAM Non Federal User Guide](#)

- Required when you:
 - Register an entity
 - Renew your entity registration annually
 - Get a unique Unique Entity ID (UEI)
 - Update or Change your Entity's Name or Address



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Basic Documentation:

Companies submit their certificates of incorporation showing proper registration, financial statements, business and personal federal and state income tax returns for the prescribed years preceding the approval application. **If there are any special requirements in the industry, such as surety or performance bonds required of construction companies.**

<https://executivegov.com/articles/basic-requirements-for-government-contracts/>

Essentials:

Business Plan/Strategy

Past Performance

Capabilities Statement

Accounting



Capabilities Statement



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CAPABILITY STATEMENT Guide

Show your logo and contact information, with a specific person's name, phone and email.

TargetGov Tip: This is a CONTENT guide, not a design guide. Add color & graphic elements!

Title this document: Capability Statement

Use this section title: Core Competencies

Short introduction statement relating the company's core competencies to the agency's specific needs followed by **key-word heavy bullet points**

TargetGov Tips:

- No long paragraphs.
- Use short sentences followed by keyword heavy bullet points
- Create a new document for each agency, prime or teaming opportunity
- Tailor each Capability Statement to the agency mission or specific opportunity
- Call this document a Capability Statement
- Preferably, this Capability Statement is one page, one side
- Go to two sides only if absolutely necessary
- Save and distribute as a PDF, not a Word, PowerPoint or other format
- Keep the file format small, definitely under 1MB
- Use the whole page, keep page margins small

Section Title: Past Performance

List past customers for whom you have done *similar* work. **Prioritize** by related agency, to all federal to other government to commercial contracts. If the past projects do not relate to the targeted agency's needs, do not list it.

TargetGov Tip: Ideally, include specific contract details and contact information for immediate references. Include name, title, email, phone.

Section Title: Differentiators

Identify what makes you different from your competitors and how this benefits the targeted agency

TargetGov Tip: Relate your key differentiators to the specific needs of the agency, prime or teaming partner.

COMPANY DATA

One very brief company description detailing *pertinent* data.

TargetGov Tips: Readers will visit your web site for additional information. Make sure your web site is constantly updated *and* government-focused. Use graphics if they help tell your story and describe your fit with the target.

List Specific Pertinent Codes and Data:

- DUNS
- CAGE Code
- NAICS (a reasonable number, fewer than 15)
- Socio-economic certifications: 8(a), HUB Zone, SDVOB, WOSB, etc.
- Accept Credit and Purchase Cards
- GSA Schedule Contract Number(s) and SINS
- Other federal contract vehicles
- BPAs and other federal contract numbers
- Pertinent teaming agreements

Your logo, address, phone numbers (voice, mobile and fax) email, web site and other related contact information

Capability Statement



Fully Licensed, Bonded & Insured



DBA Tiles In Style
DBA Taza Supplies

DUNS #796513427
CAGE #4T8H5

CERTIFICATIONS

MBE Company
MWBE Company
DBE Company
BEP Certified
Section 3

Certified COVID-19
Cleaning and Disinfection

OSHA 30 Construction
Mold Remediation
Lead Remediation

NAICS CODES

212312; 236118; 238330;
238340; 314110; 238390;
337122; 337110; 423390;
423220; 444130; 423710;
423840; 423390; 238390;
424950; 423720; 423830;
238350; 238130; 238310;
332321; 444190; 423390;
423330; 423450

CONTACT INFORMATION

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South Holland, IL 60473

Phone No. (877) 817-2841
tazaconstruction.net



A family owned and operated business since its inception is what makes us a reputable company because we listen and tailor to your every need.

Company Overview

Founded in 2007, Taza Construction (also d.b.a. Tiles In Style) has grown to become a leader in general contracting, painting and floor installation. When you engage us for any project, you will see the quality, performance, proven craftsmanship and experience that makes us who we are.

Core Competencies

- Quality & low-cost leader in providing all interior renovations for a broad range of private and commercial clients across a diverse range of sectors.
- Tailoring our services to each individual project by working very closely with our clients and hence exceed expectations in terms of quality of products and services.
- Collaborating with various housing and governmental agencies.

Selected Clients





DBA OF LARRY'S GOODS LLC

CREATIVE ANALYTICAL BUSINESS MARKETING

NAICS CODES

541811 - Marketing Consulting Services
541810 - Advertising Agencies
541830 - Media Buying Agencies

UEI: N7TZSN8LZH45

CAGE # Pending registration

CAPABILITIES STATEMENT

ABOUT US




Founded in 2017, LG ecomm is a boutique data-driven digital marketing company focused on measurable results

CORE COMPETENCIES

- ✓ With a background in audit and data, we leverage our skills by taking a scientific approach to review and optimize campaigns.
- ✓ As experts in social, search and email advertising, we use a cross-platform approach to get the message across by leveraging audience tools and re-marketing data.
- ✓ We believe in continuous improvement. No website, copy or creative is ever at its best.

WWW.LGECOMM.COM

OUR SERVICES

-  Online Advertising | Email Marketing
Social Media Management | Media Buying
-  Digital Audits | Strategy Consulting
Website Optimization | Marketing Analytics
-  Market Research | Audience Optimization
Messaging & Copy | Retargeting

OUR CORPORATE CLIENTS



LARRY SCHARRA
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CASE STUDIES



- ✓ Grew revenue from less than \$250k to 15+ million in two years
- ✓ Grew social media following by 30 thousand users in one year

Achieved through:

- Campaign management and media buys (managing millions in ad spend)
- Creative direction on advertisements
- Audience optimization
- Messaging & copy
- Website enhancements & optimization
- Lead generation with automated email drip campaigns
- Product development
- Social media management

WWW.LGECOMM.COM



- ✓ Grew hair product revenue from \$0 to six figures in 3 months

Achieved through:

- Campaign management and media buys (managing millions in ad spend)
- Creative direction on advertisements
- Audience optimization
- Messaging & Copy
- Website enhancements & optimization



- ✓ Designed and launched lead generation campaigns for wellness challenges with a 50% increase in total leads and 25% decrease in cost per lead from prior.

- ✓ Coached Ecommerce team on Facebook, Instagram, TikTok and Google ads.

Achieved through:

- Audience analysis and optimization
- Website landing page and lead generation form improvements
- Enhanced messaging and copy
- Creative direction and enhanced visual



- ✓ Assisted in development and design of SAAS platform

Achieved through:

- Optimization of website design, imagery and messaging with the goal of increasing conversions
- Traffic analysis and heat mapping to optimize website content
- Building and designing a fully functional admin portal

Contact us

LARRY SCHARRA
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Bid Match

- **System to identify governmental opportunities for federal, state and local government**
- **Comprehensive (over 2000 websites)**
- **Customize your profile with keywords**
- **Daily email**

Counseling available on how to respond to opportunities. (Bid match setup/editing is managed by your PTAC advisor.)

Dear Bid Match Customer,

There are 7 new articles available for you on your personal MyBidmatch Web site where you can view the bid opportunities and/or informational articles for January 1, 2022. You will receive an email notification each time new articles are posted to your personal Web site. You can also bookmark this page and return to it periodically to check for new articles. The notices will remain on the system for 30 days, after which time they will be purged. If you wish to save these articles please select **File/Save As** from your browser's menu.

Click this link MyBidmatch for your directory of output.

The titles of the articles are listed below:

- **A -- Low Cost Attributable Strike UAS Demonstration** (Department of the Air Force)
- **F--Integrated Training Area Management GIS Services Contract for Fiscal Year (FY) 2019** (Department of the Army)
- **F--FY18 ANNUAL MAINTENANCE Pump Grease Trap Maintenance** (Department of Veterans Affairs)
- **G--The Mission & Installation Contracting Command (MICC) Center located at Fort Bragg, NC plans to issue a Solicitation for New Mother Fitness Training.** (Department of the Army)
- **U - RFQ for Emergency Medical Training Services** (New York - Suffolk County Government)



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THANK YOU

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