





Capability Statement

"The Premier B2G and B2B Contractor Marketing Agency!"



COMPANY INFORMATION

Rafael Marrero & Company

 2655 Le Jeune Rd, Ste. 553
Coral Gables, FL 33134
 (888) 595 6221 Ext. 700

State of Incorporation: Florida
D-U-N-S: 016956715

Established: 2008

FEIN/EIN Number: 223976369

SBA Industry Size Standard:
\$21,500,000

Business Type: Small

Socio-Economic Status:
Hispanic-Owned

 www.rafaelmarrero.com

Geographic Area Served: Nationwide (CONUS) and LATAM (OCONUS)

CAPABILITIES NARRATIVE:

Based in Coral Gables, Florida, Rafael Marrero & Company is an award-winning supply chain consultancy, delivering strategic communications, public and media relations, branding, and specialized marketing solutions tailored for private (B2B) and public sector (B2G) contractors aimed at the local, state, and federal levels. We excel at helping US and LATAM-based clients market to the government, large prime contractors, sub-contractors, and Fortune 1000 supply chains.

We create bespoke, compliant, high-quality, aesthetically appealing marketing, advertising, and PR materials. We have the niche branding and marketing plans able to put your business in the best position to land government and private sector contracts and stand out in the specialized and competitive multi-billion-dollar government marketplace and Fortune 1000 supply chains.

Our BBB Accredited and A+ rated firm is one of America's fastest-growing privately-owned companies, top government services providers, and Inc. 500 Honorees.

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■ CEO & FOUNDER

Colonel Rafael Marrero

☎ 786-723-6031

✉ info@rafaelmarrero.com

■ CORE COMPETENCIES (B2G + B2B)

- Procurement and Contract Readiness
- Creative Design + Production Services
 - Capability Statement
 - Capabilities Briefing
 - Capabilities Video
 - Contractor Business Card
 - Contractor Website Design and Management
 - Graphic Design + Branding
 - Industry Day/Conference/Tradeshow Materials
 - Content Creation
 - Publishing Services: Books, Catalogs, Magazines
 - Video and Podcast Production
- Public + Media Relations
- Supply Chain Diversification Strategy Proficiency:
- English + Español + Português Brasileiro
- U.S. Hispanic Market and LATAM Market

■ CLIENTS (PAST/PRESENT)



■ KEY DIFFERENTIATORS

- We have 35+ years of corporate and government procurement expertise.
- We devise strategies to empower our clients, combining the unique qualities of their organization with proven marketing Best Practices to take them to the next level.
- We have an established national media presence: print, TV, radio, and web.
- We excel at helping our clients market to the government, large prime contractors, sub-contractors, and Fortune 1000 supply chains.
- We understand complicated government terms, acronyms, technical procurement parlance, and supply chain terminology.

■ NAICS CODES

- 541611 Administrative & General Mgmt. Consulting svcs.
- 541613 Marketing Consulting Services
- 541810 Advertising
- 541820 Public Relations
- 541430 Graphic Design
- 561499 All Other Business Support Services
- 611430 Professional & Mgmt. Development Training

■ CERTIFICATIONS

Our senior staff holds advanced academic degrees and professional and technical certifications in Economics, Journalism, Branding, Supply Chain, Quality, Supplier, and Project/Program management.

■ CORPORATE ACCOLADES



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