



# Capability Statement

*"The Premier B2G and B2B Contractor Marketing Agency!"<sup>®</sup>*



Inc. 500 Honoree  
(2016, 2017)

MBE Supplier of the Year  
(2016, NMSDC)

Men of Excellence 2017  
(DyNAMC Magazine) National Association  
of Minority Contractors

Top Government Services  
Companies  
(Inc. Magazine, 2017)


Small Business of the Year  
(2019, SFLHCC)


Inc. Masters  
(Inc. Magazine, 2021)


## COMPANY INFORMATION

### Rafael Marrero & Company

 **Corporate Mailing Address**  
P.O. BOX 941705  
Miami, FL 33194-1705

 **Toll-Free** (888) 595 6221

 **efax** (786) 723 3978

 **Rafael Marrero & Company**

 **www.rafaelmarrero.com**

**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

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

 **Accredited Business with 5  
Stars/A+ Rating!**

## CAPABILITIES NARRATIVE:

Rafael Marrero & Company is an award-winning supply chain consultancy, delivering specialized B2G and B2B contractor marketing solutions, strategic communications, public and media relations, advertising, and branding/creative services tailored for the local, state, and federal governments, Prime/GC's and Fortune 1000.

Our niche branding and marketing plans position your business for success in securing government and private sector contracts as a prime or sub-contractor.

### Rafael Marrero & Company Core Capabilities

Private Sector/Industry (B2B) + Public Sector/Government (B2G)



Creative Services



Consulting Services



B2G Sales Training

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## CEO & FOUNDER

Colonel Rafael Marrero

(786) 723-6031

info@rafaelmarrero.com

## CORE COMPETENCIES (B2G + B2B)

- Full-Scope Creative Design + Production Services:
  - Capability Statements
  - Capabilities Briefing Presentation(s)
  - Contractor business cards
  - Contracting-friendly websites/landing pages
  - Capabilities video
  - Tradeshow promotional materials
  - Podcast Production
  - PR + Social Media
  - Copywriting: English + Español + Português Brasileiro
  - Direct Mail Marketing + Email Campaigns

## PROFESSIONAL QUALIFICATIONS & 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.

## CLIENTS (PAST/PRESENT)



## KEY DIFFERENTIATORS

- Founder has 35+ years of Fortune 500 and government procurement and contracting 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, and Fortune 1000 supply chains.
- We understand complicated government terms, acronyms, technical procurement parlance, and supply chain terminology.
- Proficiency in: English + Español + Português brasileiro

## 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

## CORPORATE ACCOLADES



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