



Now That I Am Certified, Now What?

Contracting Tips for New York State Certified MWBE's
&
Minority & Women Owned Businesses

Presented by: Dolly Michelle Randle, Owner
Compliance & Administrative Services of New York

Contact Information:

Phone (716) 370-9528

Email: casnydmr@gmail.com

CASNY

Niagara University Institute for Professional Development

616 Niagara Street, #4

Niagara Falls, New York 14303



Business Development

What do you need
to operate and
obtain contracts?

Staffing or
Subconsultants.

Services Offered &
NAICS Codes.

Knowing your
Elevator Pitch.

Understanding
Contracting
Terminology.

Who are your MWBE
Competitors?



Research the NYS Contract System

Website: <https://ny.newnycontracts.com>

Go to: NYS Directory of Certified Firms

Search the NYS MWBE Directory of Certified Firms.

Begin your search under “Business Description”.

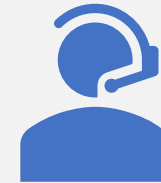
Target Market & Customers



WHO WILL BUY YOUR
PRODUCTS OR SERVICES?



WHERE ARE MY
CUSTOMERS LOCATED?



WHAT MAKES A
CUSTOMER COME BACK?



Marketing Materials

Capability
Statements

Marketing
Letters

Business Plan

Business Cards

Palm Cards

List of Services
w/NAICS
Codes

Project
Experience &
References

Where Do I Find Contracting Opportunities?

- Register your business on the NYS Contract Reporter.
- Website: <https://www.nyscr.ny.gov>
- Register under the NYS Business Registry.
- Register your business on any NYS entity that you would like to do business with.
- Attend Business Conferences and Forums.



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Questions?

Business BreakOut Session



Break into groups.



Write down your Elevator Pitch.



Get to know the businesses in your group.



Introduce yourself with your Elevator Pitch.



Prepare for the MWBE Expo!