



Capabilities Statement of COMPASS Consultants Corporation



Ronald A McKenzie

Architect. Author. Advisor.

Business Summary – Development of necessary business, planning and marketing documents that facilitate a company’s entry into the federal-military-defense market. COMPASS Consultants assists in creating these federal plans, or I can re-write your existing plans so that your company reflects an understanding of the federal process.

Core Competencies – Fact: When responding to FEDBIZOPS for USACE, MCAS, AFCEE, USCG, USAF, NAVFAC and other federal entities, the federal contract administrator reviewing your federal-military-defense business development and marketing plans, must be able to immediately determine that you understand the federal process. I assist your company in preparing these documents to immediately reflect your understanding and knowledge.

Work Product – Some of the probable planning documents are as follows:

- Federal-Military-Defense Business Development & Marketing plans for U.S. and International markets
- Subcontractor and Prime Contractor Plans
- Statement of Qualifications (SOQ)
- Strategic Positioning Plans
- Capabilities Statement
- Communication Materials
- Technical Assistance Plans
- Responses to RFP, RFI or RFQ’s
- Facilitation of Planning Meetings

Expertise – Licensed architect since 1972 in California. License No. C-9618

Past Performance – I have developed over 100 business plans in the last twenty years for start-up companies as well as companies seeking new markets, and have authored over 250 articles on business planning and marketing and several books. I have also spoken at over 100 seminars and at conventions.

Differentiators – Understanding the construction and product marketing word, having formally worked for NCR Corporation, AM International, traveling to Paris and Hong Kong to execute business plans.

Corporate Data – COMPASS Consultants Corporation is a Chapter S Corporation in Nevada.

Federal Contract Registration – In progress

References – Team Member with Marc Pacino, CEO & Principal of Ambiente Federal Services, LLC, Las Vegas, NV 89117, 702-898-4533 Office, developing necessary business plans and marketing documents to market to the government.

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