

March 19, 2018

NISHI KUMAR  
KYZEN CONSULTING SERVICES, INC.  
481 NORTH FREDERICK AVE  
SUITE 430  
GAITHERSBURG, MD 20877

Dear NISHI KUMAR:

CERTIFICATION NO. 18-171

The Maryland Department of Transportation's (MDOT) Office of Minority Business Enterprise (OMBE) is pleased to notify you that pursuant to the Minority Business Enterprise (MBE) Program, the Disadvantaged Business Enterprise (DBE) Program, the Small Business Enterprise (SBE) Program and/or the Airport Concessions Disadvantaged Business Enterprise Program (ACDBE), it has been determined that your firm meets the eligibility standards and is certified in the following capacity:

**NAICS Code – NAICS Industry Title**

**(Specific areas of work your firm is certified to perform within that NAICS Code)**

**541511 - MBE/DBE/SBE - CUSTOM COMPUTER PROGRAMMING SERVICES (SPECIFICALLY: WEB [I.E. INTERNET] PAGE DESIGN SERVICES, CUSTOM)**

**541512 - MBE/DBE/SBE - COMPUTER SYSTEMS DESIGN SERVICES**

**541513 - MBE/DBE/SBE - COMPUTER FACILITIES MANAGEMENT SERVICES**

**541519 - MBE/DBE/SBE - OTHER COMPUTER RELATED SERVICES (SPECIFICALLY: COMPUTER DISASTER RECOVERY SERVICES; SOFTWARE INSTALLATION SERVICES, COMPUTER)**

Only certified firms are eligible to fulfill minority participation goals on contracts issued by the State of Maryland.

As of the date of this letter, your firm is listed in MDOT's online Directory of Certified Firms. The Directory is maintained in real time and serves as the *official* source of your firm's certification status. It is used by prime contractors and consultants seeking participation from minority/disadvantaged subcontractors.

It is important that you check your Directory listing and contact the OMBE at 410-865-1269 regarding corrections or changes. **You must inform OMBE of any change in circumstances affecting the firm's ability to meet size, disadvantaged status, ownership, or control requirements or any material change in the information provided in the application within 30 days of the occurrence of the change.** View your listing at <http://mbe.mdot.state.md.us/directory>.

Your firm must be reviewed annually in order to maintain its MBE, DBE and/or ACDBE certification status. We will contact you when it is time to begin the Annual Review process.

Please review the attached Minority Business Resources. If you are not already registered with Maryland's Small Business Reserve Program and *eMarylandMarketplace*, I strongly encourage you to learn more about these programs and complete the free, online registration at your earliest convenience.

The Governor's Office of Small, Minority & Women Business Affairs has oversight of the State's Minority Business Enterprise (MBE) Program. As a coordinating office under Governor Larry Hogan, they connect small businesses to greater economic opportunities. They will reach out to you as a certified MBE and share information about educational and business development programs. Visit their website at [www.goMDsmallbiz.maryland.gov](http://www.goMDsmallbiz.maryland.gov) to access a wide range of small business resources.

Contact the Office of MBE via telephone using 1-800-544-6056 or 410-865-1269.

Sincerely,

A handwritten signature in black ink that reads "Monica A. Cruse". The signature is written in a cursive, flowing style.

Monica A Cruse, Chairperson  
Minority Business Enterprise Advisory Committee  
Office of Minority Business Enterprise

cc: Sabrina Bass  
Director  
Office of Minority Business Enterprise

## **Marketing Tips**

### **Register in eMaryland Marketplace**

- This is Maryland's online procurement portal – a great resource for finding contracting opportunities. <https://emaryland.buyspeed.com/bs/>

### **Register in the Maryland Small Business Reserve (SBR) Program**

- SBR gives small businesses the opportunity to bid on State contracts without competing with larger, more established firms. This is a race- and gender-neutral program and online registration is required. SBR registration is located on the eMaryland Marketplace website.

<https://emaryland.buyspeed.com/bs/>

### **Identify Your Customers**

- What agencies (state, county, city) buy the products/services you sell? Check their website for information about procurements with that agency.

### **Learn the Process**

- Know your NAICS codes and learn the procurement process of each potential customer.

### **Attend Pre-bid Meetings**

- This is where you will meet the prime contractors who are most likely to bid on the contract. Your marketing efforts should be focused on these folks.

### **Prepare a Capabilities Statement**

- Take it everywhere you go and hand it out to everyone you meet. Be sure to include examples of previous work and contact information.

### **Copy Best Practices**

- Talk with other MBEs who are successfully working on government contracts (inside and outside of your industry) and follow suit.

### **Be Patient and Persistent.**

- Developing new business relationships takes time. Don't give up! Be willing to start small in order to build a record of past performance that is relevant to prime contractors.

### **Social Media**

- Social media offers an inexpensive way to connect to potential customers. Research the applications that would best fit your business and learn how to use them effectively.

### **Ask Why!**

- If your bid does not earn you the job, ask why. This is valuable information that can help the next time around.