

BUSINESS MATTERS

MCC WMBE ADVICE



ADVANTAGES GOT NOTICED!

By Joyce Kuras, www.advantages.net

The passion and commitment of Advantages, a small woman owned business in Queens, is dedicated to helping companies get noticed. This is their essence and belief. Fran Biederman-Gross, the President and Owner was soon introduced to Certifications and Government contracts as she sought a direction for new growth. She quickly realized that Advantages needed to do for itself what it had been doing for years for their clients. Advantages needed to get noticed in a brand new arena — Government Agencies.

After successfully completing all the paperwork needed for the State Certification, she was now aware that she could not do this alone. She hired an assistant, Joyce Kuras, to continue the process. Now that Advantages was City and State Certified as a Minority and Women-Owned Business Enterprise (M/WBE) they catapulted Advantages to the next level; but this was just the beginning.

Together, Fran and her new assistant, Joyce researched websites and attended all known government networking events. They were always looking toward the next step, getting to that next level. Through connections and relationships that were now being formed, they learned

other certifications were needed for other bidding procurement projects. This had become a job and department unto itself. Joyce was then promoted to director of procurements.

Since certifying as a W/MBE, Advantages has watched its business grow, making the investment of time, money and resources invaluable. Through the combination of introduction and investment of just two months of relationship building, Advantages was contacted directly to work

discussion stage to the implementation stage. Hard work, she believes, is part of the adventure, an adventure that allows her to optimistically say "Why not? Let's get it done! Let's make it happen!"

advantages

A company must make the commitment of time and financial investment to continuously keeping themselves noticed and remembered at as many events as

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on a project for a Bovis Lend Leasing. This initial connection with Bovis was a result of being a certified M/WBE. Just two years ago the idea of working on this level would have been inconceivable for a small company like Advantages.

Certifying as an M/WBE is not a solution, Fran cautions. Being certified M/WBE helps a company break into a new world of government contracts and vendors, but it's proving to a client that you can get them noticed that truly moves a project from the

possible. It is an invaluable tool to be recognized and known by name by Government Agencies. Advantages is pleased to report that we have won many bids and our first City Contract with the NY Transit Authority. This has greatly encouraged us to continue the trek.

Looking forward, Fran and her team at Advantages know they will continue to be noticed as they help their clients get noticed. This company truly believes the future is wide open and full of possibility. ☺



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