



## Capability Statement

### Small Business and Capture Management Services

**CFR & Associates** is State of California Certified DVBE, with SB Supplier # 1594860 DUNS #794977954; Cage Code 5NOY5 CVE Verified: SDVOSB # 794977954 -2020  
**Primary NAICS Code:** 541611; **Secondary NAICS Codes:** 541612, 541614, 541618

#### **BUSINESS DESCRIPTION**

CFR is a small business and veteran advocacy possessing three major core competencies.

- Business and Executive Coaching
- Selection and Retention of STAR Employees™
- Government Contracting Consulting, Business Development
- SB/Diverse Business Capture Management, Vetting, and Compliance Management

#### **Government Contract Consulting**

CFR serves government and large business by selecting, recruiting, and training small businesses with core competencies in required NAICS Codes. In addition, CFR serves as a Capture Management firm that works with large teams and contractors to meet SB/Diverse goals on public works projects. CFR's comprehensive service: development of databases, to include searches, outreach, vetting, phone interviews, coaching intervention, PLA compliance, and contract and labor compliance.

#### **Capture Management and Vetting Process**

CFR developed a turnkey program to assist Prime Contractors with producing a list of sub-contractors for all required phases of the project. In addition, all of these sub-contractors are vetted against a documented, rigorous vetting process

#### **Certification and GSA Specialists**

CFR supports clients in the certification process. CFR has completed over 100 SDVOSB Verifications and a similar number of DVBE certifications. CFR also helps its clients achieve a GSA contract through its extensive knowledge of the GSA process.

#### **CAPABILITY and CAPACITY**

##### **Major Core Competencies:**

- CFR helps small businesses pursue and win government contracts by using government recognized strategies to increase their 3C1P (Capability, Capacity, Credibility, and Past Performance).
- CFR specializes in interfacing with Veteran Service Organizations (VSO's) to hire as many qualified veterans for the project.
- CFR executes the role of Capture Management because of its unique position in the SB/DVBE community. CFR provides its clients with outreach, capture, vetting processes, and compliance support they wouldn't have otherwise.
- CFR & Associates specializes in teaming several small companies together in teaming agreements to form Joint Ventures.
- CFR serves large teams in local hire initiatives with particular expertise in city of Los Angeles public works projects.
- CFR's current portfolio includes approximately 65 Diverse Business Enterprises in a myriad of industries; construction, promotional products, commodities and professional service firms.

##### **Commitment to Veteran Community**

The CEO of CFR, William Osgood has effectively served the veteran community by assisting them with contracting support. As President of the Los Angeles Chapter of the DVBA, William helped hundreds of veteran business owners.

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**CAPABILITY and CAPACITY**  
**(continued)**

**Business and Executive Coaching**

CFR evaluates the appropriate certification requirements based on its client’s market potential and then assists in the certification process for their clients. CFR specializes in any of the small business certifications from Hub Zone, 8(a), 8(m), WBE, MBE, DBE, and SDVOSB.

CFR specializes in the coaching and consulting with Diverse Businesses (DBE’s) resulting in processes that allow them to increase their capability, capacity, and scalability. CFR & Associates has coached executives, CEO’s, management teams and other business owners during their company’s growth.

**Other Competencies and Specializations:**

- More than 14 years of experience in business, executive, and leadership coaching of a Diverse Business Enterprise and SDVOSB Executives focused on business process, strategy and development.
- CFR trains, coaches, and prepares the small business to be an effective contractor, vendor, or supplier for its customer using an effective SWOT Analysis process. CFR serves as a Capture Manager for large businesses who need additional help finding small businesses that are pre-vetted according to the standards of their business model.

**PAST PERFORMANCE**

- CFR selected to work as Capture Manager and Workforce Development (veterans) for the Gateway Connectors, a team that competed for the LAX APM. CFR’s duties were to include: Ensuring compliance with the City of LA’s SB, SLBE, LBE, and DVBE goal achievement and recruiting 1,000 veterans for the project.
- Executed Capture Management work for CW Driver on Cal Poly Pomona and CSU San Bernardino by bringing in 6 DVBE firms.
- CFR was also selected by Plenary Group for the DVBE Capture Management on CONRAC at LAX. CFR clients are brought to all projects as potential sub-contractors. They go through the same vetting process.
- CFR pays specific attention to Prime Contractor’s commitments to hiring percentages of xBE’s. All requirements will be met or exceeded.
- William regularly teaches and speaks at large government conferences on topics such as: certifications, networking, and marketing your business.

**CFR Business Information:**

CFR Established in the State of California on April 1, 2004 Incorporated 2006 EIN: 352312143 Principal, William Osgood, Certified as a Business and Executive Coach in 1999.

**Our Mission:** To create financial freedom for the business owner, so they can hire veterans, invest in the lives of their employees and community and leave a legacy of success.

**Did You Know?**

CFR does Facilitation Speaking & Coaching?  
**Learn more by visiting our website at [www.cfrandassocites.com](http://www.cfrandassocites.com).**  
**Coaching for Results.**