

Florida  
Trends

# Florida Small Business

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2015



DREAM IT



PLAN IT



GUIDE IT



BUILD IT



FUND IT



PROTECT IT

NAVIGATE YOUR  
SUCCESS

Ready to Grow?

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& International Trade p.33

dba Florida™

Official Guide for Your  
Florida Business p.38

## Government Contracting

### Selling to Uncle Sam

Many businesses have found government contracting to be both a lucrative and long-term avenue to expansion. Every level of government buys goods and services, spending

billions of dollars annually even during times of economic uncertainty.

To best position your firm for successful government contracting on all levels, the Florida SBDC Network suggests these steps:

**EVALUATE** Understand what agencies buy, when and how much is purchased; focus on market areas that present the best probability for your firm's success.

**PLAN** Target government agencies and prime contractors who are buying what you provide; research government agency procurement histories and forecasts.

**REGISTER** Complete the required/mandatory government database registrations including: D&B DUNS, System for Award Management, Dynamic Small Business Search, MyFloridaMarketPlace, city government and others.

**PREPARE** Develop a corporate capability statement for your firm, create a government-focused "sales pitch," collateral materials and e-marketing resources; secure preferred small business certifications such as: 8(a); Woman-Owned Small Business, HUBZone, Veteran-Owned and applicable state and local certifications.

**PURSUE** Monitor computerized Bid Matching Services (daily searches and email alerts); identify contracting/sub-contracting opportunities through government bid boards, posting databases and networking; obtain a GSA Schedule contract, if applicable; analyze solicitations/bids and cost elements.

**ACHIEVE** Support the phase-in of your government contract; develop a government-accepted accounting system; prepare in advance to handle any possible contract audits, reports and modifications.

**GOVERNMENT CONTRACTING** Specialists at the Florida SBDC Network are available to help you learn the ins and outs of government contracting and help you best position your firm as a successful government contractor.

## Exporting

### Going Global

Another option for small businesses

looking to increase sales and profits is expansion into international markets. Does your firm's product or service lend itself to export? Have you considered extending your market reach across international borders? If you answered "yes" to either question, your geographic positioning could not be more ideal.

Positioned at the nexus of transportation links in the Americas, Florida boasts a multimodal system that ensures the seamless movement of people and products between any two points around the globe. Moreover, Florida businesses enjoy access to the nation's second largest Foreign Trade Zone (FTZ) network, where value can be added to foreign goods tariff free before shipping them on to another country.

If you find the idea of expanding into international markets an appealing growth strategy for your business, exporting assistance is available through Enterprise Florida's International Trade and Business Development division and its six trade offices, which are strategically located throughout the state.

For companies brand new to exporting, the Florida SBDC Network offers International Trade Services and Trade Specialists to help business owners navigate the complexities of international trade. One-on-one consulting is available to help with learning foreign trade basics, obtaining required licenses, understanding country requirements for products and preparing an "Export Marketing Plan."



### We Did It!

“ The FSBDC has helped us with government contracting and by connecting us to international trade consultants in order to expand our international reach through training sessions, sponsored trade shows and business consulting.”

Steve Sarno, Owner

### SPS INDUSTRIAL

Business-to-business distribution; supply chain management • Altamonte Springs and Stuart

FSBDC at Indian River State College, University of Central Florida, Eastern Florida State College