



**BUSINESS CAPACITY
BRIEFING**

Prepared By :

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INTRO



In the following sections, you will find an MFAD Creative Group LLC briefing. After reviewing this document, the reader will better understand MFAD and its offerings.

“MFAD Creative Group serves to assist businesses and agencies with “filling the gap”. We specialize in hands-on management of day-to-day business operations, business research, procurement, outreach, and market research. Consider it Business Development on the next level!”.... Dr. Shantana L. Robinson – Founder of MFAD Creative Group LLC.

About

MFAD Creative Group LLC



MFAD CREATIVE GROUP LLC HISTORY

FOUNDED IN 2005 (UNDER A DIFFERENT NAME) BY DR. SHANTANA L. ROBINSON (DR. BRIDGE BUILDER) IN SAN ANTONIO, TEXAS, MFAD, WHICH IS A CERTIFIED HUB, AABE, ESBE, MBE(LOCAL AND FEDERAL), SBE, AND WBE, CONTINUES TO BE THE BRIDGE THAT ASSISTS BUSINESSES AND AGENCIES WITH FILLING IN THE GAP FOR WHAT'S NEXT. WITH A PROVEN TRACK RECORD OF SUCCESS, MFAD WILL CONTINUE THIS MISSION FOR YEARS TO COME.

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THE BUSINESS BRIDGE
BUILDER HERSELF....

Our Founder



DR. SHANTANA L. ROBINSON

CEO

DR. SHANTANA L. ROBINSON HAS OVER 25 YEARS OF EXPERIENCE IN BUSINESS CAPACITY! SHE HAS MET WITH OVER 800 BUSINESSES TO ASSIST THEM WITH FILLING IN THE GAP FOR WHAT'S NEXT!

SHE SERVES ON THE BOARD OF LAUNCHSA AND IS A FOUNDING MEMBER OF CONVERGENCE SA. SHE IS ALSO A PART OF THE 10TH HOUSE AND 2023 NAWBO WOMAN BUSINESS OWNER OF THE YEAR

FUN FACTS:

SHE ENJOYS HANGING OUT IN HER SHE-SHED

SHE IS A PART OF A RESEARCH TEAM THAT HAS WON 12 NATIONAL RESEARCH AWARDS

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WHAT WE DO?

MFAD Creative Group serves to assist businesses and agencies with “Filling the gap”. We specialize in hands-on management of day-to-day business operations, business research and procurement, outreach, business development, and market research.

Some of the services we specialize in include:

- Business Research and Collection
- Business Development Workshops
- Lectures/Keynote Speaking
- Project Development
- Business Advising
- Capacity Plan Development
- Procurement and Bid Prep
- SMWBE Analysis
- Business Audit
- SWOT Analysis
- Business Management
- Corporate and Agency Outreach



PREVIOUS PROJECTS



MFAD Creative Group has been awarded numerous contracts and formed partnerships with local and national agencies/businesses. Some of these include:

- EAA Contractor for Business Bootcamp- Small businesses advised and assisted with business scaling to include a market analysis
- Port SA contract that increased vendor reach by 30% over four months
- Numerous training and lectures done on 3 major college campuses
- Liftfund WBC/SBA contractor over 600 small businesses advised since July 2020 and over 120 virtual workshops
- Partnership with numerous resource partners in San Antonio, including but not limited to- AGC, BCA, NAACP, NAWBO, HCA, BWLA, EAA, Via, COSA, SAWs, UHS, and SCTRCA
- Held workshops for resource partners – Alamo City Black Chamber of Commerce, LaunchSA, BWIB, Bexar County, COSA, EAA, Liftfund, and WBC
- Founder assisted with the creation of the Interactive AABE County map



“Filling the Gap for What’s Next!”

MFAD Creative Group serves to assist businesses and agencies with “Filling the Gap”. We specialize in hands on capacity building for SMWBEs as well as management of day-to-day business operations, business research, procurement, and market research.

CONTACT INFORMATION

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WEBSITE: WWW.MANAGEMENT4ADAY.COM

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COMMODITIES CODES

NIGP 95605 Business Research

NIGP 95816 Business Management Services

NIGP 96110 Business Plan Development Service

NIGP 91812 Analytical Predictive Studies and Survey Consulting

NIGP 91820 Business Consulting Small

NIGP 91821 Business Consulting Large

NIGP 91846 Feasibility Studies

NIGP 91879 Minority and Small Business Consulting

NIGP 91835 HUB and DBE Consulting

NAICS 541611 Business Management Consulting Services

NAICS 561110 Business Management Services

NAICS 61143 Professional and Management Development Training

NAICS 541720 Business Research and Development

NAICS 541910 Marketing Research and Public Opinion

SIC 73 Business Service

SIC 8742 Management Consulting Services

SIC 8748 Business Consulting Services

SAM ID

N6YYL636KAG1

FEIN

84-2673433

SPECIALIZATIONS

SMWBE Capacity Building

Procurement Outreach

Market Research and Data Collection

Business Research and Analysis

Business Management Training

Business Development

SWOT Analysis

Market Strategy Research

AWARDS/ RECOGNITION/PAST PERFORMANCE

Contracts with Edwards Aquifer Authority

Liftfund Women’s Business Center

Collaborations with Teach for America, SBA, Port San Antonio Capacity contract

Best in Research - Analytics and Stats - Academy of Business Research

Face to face research and outreach with 400 SMWBEs in Bexar County

COVID Resource Outreach over 800 businesses

Numerous business speaking and lecturing series

CERTIFICATIONS: AABE, HUB, WBE, MBE, SBE

**THANK YOU, AND WE LOOK
FORWARD TO PARTNERING
WITH YOU TO REACH
CAPACITY!**

PHONE

1-210-960-7013

WEB ADDRESS

www.management4aday.com

LET'S GET SOCIAL



MFAD CREATIVE
GROUP
LLC