

CAPABILITY STATEMENT

Impact Branding Consulting, Inc is an End to End Strategic Branding Consulting firm specializing in improving day to day operations through effective strategic planning and implementation. We become trusted advisors and partners to our clients. Our service supports companies to identify and develop effective business management practices, leadership, streamlined operations, workforce growth strategies, marketing strategies as well as audit and compliance. Impact Branding takes pride in positioning companies and organizations on paths that are sustainable and profitable.

END-TO-END STRATEGIC BRANDING



BRANDING STRATEGY

- Strategic Planning
- Brand Positioning
- Risk Management
- Contingency Planning
- Process Improvement
- Performance Improvement



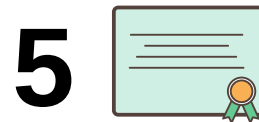
TRAINING & DEVELOPMENT

- Leadership Development
- Team Development
- Employee Productivity
- Workshops (Live and Virtual)
- Seminars (Live and Virtual)

DUNS: 080367780 **UEI:** CAR9GDBNBAX9 **CAGE CODE:** 7QAP0
GDOT: DBE | MBE • **WBENC:** WBE | WOSB • SDB



YEARS EXPERIENCE



CERTIFICATIONS



NAICS CODES

DIFFERENTIATORS

- Brand O.N.E Discovery Assessment
- Profit Enhancer Analysis
- "5PPS" Framework - Success Model
- Proactive Pivot Strategy



PAST PERFORMANCE

- Georgia Nurses Association
- Shiloh High School - Gwinnett County
- Rockdale Chamber of Commerce
- Northeast Georgia Hospital System
- Premier Medical Careers
- City of Covington Access Television
- Sierra Nurse Consultants

COMPANY CONTACT

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NAICS CODES

541618 {Primary}
 Other Management Consulting Services

541611
 Administrative Management and
 General Management Consulting Services

541613
 Marketing Consulting Services

611430
 Professional and Management
 Development Training

541614
 Process, Logistics Distribution Consulting

541820
 Public Relations Consulting
 Services

MORE NAICS CODES

611710 EDUCATIONAL SUPPORT SERVICES

541720 RESEARCH AND DEVELOPMENT IN
SOCIAL SCIENCES AND HUMANITIES

541910 MARKETING RESEARCH AND PUBLIC
OPINION POLLING

561110 OFFICE ADMINISTRATIVE SERVICES

541430 GRAPHIC DESIGN

711510 INDEPENDENT ARTISTS, WRITERS,
SPEAKER AND PERFORMERS

541840 MEDIA REPRESENTATIVES

541690 OTHER SCIENTIFIC AND TECHNICAL
CONSULTING SERVICES

561410 DOCUMENT PREPARATION
SERVICES

541612 EMPLOYEE ASSESSMENT
SERVICES - HUMAN RESOURCES

541860 ADVERTISING MATERIAL

541810 ADVERTISING AGENCY CONSULTING

621399 REGISTERED NURSE,
NURSING & HEALTH PRACTITIONER

CLIENT OUTCOMES

Georgia Nurses Association

- Increased Membership 48%
- Increased Profit Margins from 8% to 47%
- Corporate Sponsor Acquisition
- Increased Active member Engagement by 78%

Shiloh High School – Gwinnett County

- Rebranded the BAM Academy
- Developed the 2016-2019 Marketing Campaign
- Increased Engagement by 60%
- Young Entrepreneurs Incubator Grant acquisition

City of Covington = Access TV Channel

- Devised the Marketing Plan
- Increased Channel viewing by 15%
- Streamlined Production Process
- Acquired Local Corporate Sponsorships

CONTRACTING OPTIONS

SBA WOSB Program:

Direct work above \$250,000

Simplified Acquisition Threshold:

Direct work up to \$250,000 and up to \$750,000 during a National Emergency (COVID-19). We are capable and qualified to provide Audit of Business Operations, Streamlining of Daily Operations, Forensic Audits as well as any and all services listed under our NAICS Codes.

CONTRACTING VEHICLES

- Teaming Partner on Dept of Navy Seaport Contract ID: N0017821D9452 NextGen – Prime V-PMC - Program Management Service
- Prime Contractor for State of Georgia - DOAS - Strategic Planning Services