



## CAPABILITIES STATEMENT

### ***Corporate Data:***

Duns # 9625777636

SBA Status: Registered Hub Zone Business

NAICS: 541613, 541430, 541890, 541611, 611430,  
541618, 541890, 541820, 541810

Cage Code: 60TY8

### ***Contact Information:***

Profit Marketing Communications, LLC

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[www.eprofitmarketing.com](http://www.eprofitmarketing.com)

#### **New Jersey Office:**

1077 North Avenue - Suite 114

Elizabeth, New Jersey 07201

#### **Maryland Office:**

6315 Leith Walk

Baltimore, Maryland 21239

#### **New York Office:**

678 Warburton Avenue Suite4A

Yonkers, New York 07101



## ***Core Competencies:***

- **MWBE/Training and Consulting** – We specialize in creating compliance specific training sessions for our corporate partners and government agencies which contract with MWBE entrepreneurs. We support training and development sessions with informational content, multi-media presentations, training materials, manuals, worksheets and relevant industry data, as needed.
- **Small Business Training and Consulting** – Integrating strategies for helping entrepreneurs with expansion and growth. Training topics cover: business plan development, brand building, strategies for making effective presentations, creating a code of ethics, and more. We can tailor a training topic to cover executive leadership topics; as we can also provide training in any of the Marketing Communications areas outlined below.
- **Corporate Branding** – Strategy development, logo design, corporate identity programs, marketing strategies for branding, which include campaign development, using a combination of offline and online mediums, print ads, publicity, events marketing, trade show promotions and industry specific marketing programs.
- **Events Marketing** – Promoting heritage tourism and other cultural events throughout New York City. Orchestrating special events, tours and business conferences. Collaborative marketing with non-profit agencies, local businesses, the City of New York, and corporate sponsors to produce a variety of special events throughout New York City for various clients.
- **B2B and Business to Consumer Marketing** –Marketing programs are tailored to meet the needs of any size group or organization. We service small businesses, major corporations, government agencies and non-profits. We produce media kits, interactive online and off line printed newsletters, brochures, direct mail presentations, email marketing campaigns, sales and training presentations, corporate internal and external collateral, trade show promotions and social media marketing.



## ***Our Work:***

Established in 2008, Profit Marketing Communications, LLC specializes in small business training and professional communications services to help small businesses. Our small business consultants support the small business services offer by corporate enterprises and government agencies. Our consultants work together as a team, delivering hands-on expertise, business skills coaching, growth consulting and creative talent; backed by a wealth of combined experience which spans more than three decades. We offer a strategy-driven approach to services provided for businesses. Our services range from strategic marketing, to executive leadership. From small business training and development to one-on one consulting and coaching. We tailor each program to meet the organization's goals.

- **Bank of New York/Mellon** –Special Events, Training & Skills Development Workshops for MWBE Organizations
- **Rutgers University** – Small Business Training - workshops and business skills tools
- **Brick City Development Corporation (BCDC)** Small Business Tools, Training and Development
- **The United Way** – Production of multi-media communication materials, training and consulting to facilitators, teaching them the use and effectiveness of multi-media presentations
- **The City University of New York** – Curriculum development for entrepreneurship training courses, including the topic of becoming certified as an MWBE. Developed and executed public relations and events marketing campaign to promote CUNY programs.
- **Workshop in Business Opportunities (WIBO)** – Presenting quarterly workshops, tools and business skills for entrepreneurs
- **Bank of America/ Merrill Lynch** – Marketing and Public Relations campaign to promote awards and recognition for BOA's "**Top Financial Advisors**". Developed strategies and restructuring plans for events organizing for financial advisors special markets.
- **Essex County College** – Strategy planning, launch and special event execution for their first Business Plan Competition – which is now in its third year.



## ***Our Team:***

**Principal/ Marketing Consultant** - Laurana Edwards - is the owner of Profit Marketing Communications. She has an extensive background in corporate communications and project management. She is a certified business trainer in sales and marketing, strategic management and executive leadership development. Ms. Edward has a Bachelor of Arts Degree in Marketing Management and Business Administration. She is an experienced project manager who has worked in diverse industries from construction to finance, health and wellness to beauty and fashion. Laurana is the author, of **My Business Plan Book: New Venture Starter Kit**, a nationally used business planning guide for entrepreneurs, used by numerous organizations including: Rutgers University S BDC, Newark CEDC, Essex County College, The Small Business Administration, (SBA), Harlem Business Alliance, (HBA), The National Minority Business Council,( NMBC), The Workshop in Business Opportunities, (WIBO), for various workforce development programs, trade associations and chamber of commerce organizations, nation-wide.

**Management Consultant** - Andrew Frazier - is a management professional with a proven track record of achievement in executive level management, finance, corporate leadership and operations. He has held roles at leading organizations such as New York Life and The Executive Leadership Council. He is experienced in analyzing financial information. Andrew received his education in finance from New York University; and his business management training from MIT. He gained a wealth of leadership experience while in the United States Navy. Since 2012 he produces annually, the nationally acclaimed **"POWER BREAKFAST"** series, which continues to benefit the many participating business attendees and sponsors on a continuous basis. Andrew Frazier is the recent author or **"Running Your Small Business Like A Pro"** a newly released business skills read featuring based on lessons generated from his a branded workshops and round table discussions series. **"Like a Pro"** is a concept where business thought leaders share best practices, how-to business skills and insightful information among entrepreneurs, agency directors and corporate organizational leaders.

**Social Media Strategist** - Stan Robinson works with small businesses, major corporations, business support agencies civic groups and startup entrepreneurs as a social media specialist. He conducts workshops teaching marketing and management strategies and how to sell, promote and grow business using social media platforms. He has worked with organizations such as the Greater Newark Enterprises Corporation, NJIT and Brick City Development Corporation. Stan is a member of the New Jersey Economic Development Committee, a member of the Workforce Investment Board of Union County and a member of the Wells Fargo Community Advisory Board.

**Marketing Manager and Sales Specialist** - Tanille Edwards, MBA - is a Marketing Manager campaign specializing in growth strategy development for clients, and online marketing for the clients we serve. She holds an MBA in Marketing Communications and a Bachelor of Science degree in Business Management. Projects she has lead our marketing team on include marketing research for Emerge, National Beauty and Hair Institute, Bank of New York/ Mellon MWBE conferences, sales strategy planning and presenting for Astra Zeneca Pharmaceuticals. Tanille Edwards is an entrepreneur and author of the globally recognized children's book series **"Jordan & Justine's Weekend Adventures"**.