



**Manufacturers Services Associates, Inc.  
Business Development Consulting**

## **Mission Statement**

Learn and understand the core competencies, capabilities and growth areas of MSA clients.

Identify organizations within Team C4ISR that have current or future needs for MSA Clients, emphasizing those at Fort Monmouth, NJ, and Aberdeen Proving Ground, Maryland.

Assist in preparation of presentations targeted to these potential customers and setting up meetings. Identify specific opportunities where MSA Clients should compete as a prime; identify potential competitors and suggest appropriate relationships (teammates, subs, and vendor) to successfully pursue these opportunities as a prime.

Identify opportunities for MSA Clients to be a partner/sub on a major contract.

Identify IDIQ Task Orders where MSA Clients can expand its presence and capabilities in the Army. Assist in drafting RFI, RFP, and responses to RTIPs.

Attend and Represent MSA Clients at local Fort Monmouth / Aberdeen Proving Ground (APG) Industry Association events, Industry Days, Pre-Solicitation Conferences and Symposiums etc.

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