



Slide 1 features a blue header with the Virginia Department of SBSD logo. The main content area is white with the title "Selling to the Commonwealth" in blue, followed by "SWaM Info Session" in a smaller blue font. The footer is blue with the text "Selling to the Commonwealth" and the website "www.sbsd.virginia.gov".

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Slide 2 features a blue header with the Virginia Department of SBSD logo. The main content area is white with the title "DSBSD Agency Southwest VA Contact" in blue. Below the title, the contact information for Romain Gohar is listed: "Romain Gohar", "Romain.gohar@sbsd.virginia.gov", and "www.sbsd.virginia.gov". A blue box below this text contains the title "Business Services Manager". The footer is blue with the text "Selling to the Commonwealth" and the website "www.sbsd.virginia.gov".

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Slide 3 features a blue header with the Virginia Department of SBSD logo. The main content area is white with the title "Agenda" in blue. Below the title, a list of agenda items is provided: "Understanding Target Market", "Your Competitive Advantage (SWaM)", "Access the opportunity (eVA)", "Resources", and "Next Steps". The footer is blue with the text "Selling to the Commonwealth" and the website "www.sbsd.virginia.gov".

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DSBSD Agency Mission 

To promote access to the Commonwealth of Virginia's contracting opportunities and ensure fairness in the procurement process.

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DSBSD Agency Overview 

ACCESS TO CAPITAL	<ul style="list-style-type: none"> Virginia Small Business Financing Authority (VSBFA)
ADVOCACY	<ul style="list-style-type: none"> Legislation, Policy and Facilitation
BUSINESS DEVELOPMENT & OUTREACH	<ul style="list-style-type: none"> Supporting economic development through workshops/training, access to resources and one-on-one business counseling sessions.
CERTIFICATION	<ul style="list-style-type: none"> Micro, Small, Women and Minority Owned (SWaM) and Disadvantaged Business Enterprise (DBE)

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Understating Target Market 

- Common Target Market for Businesses


- Customers (B2C)
- Businesses (B2B)
- Government (B2G)

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Strategies

- Product / Service Offering
- Marketing
- Promotion
- Sales Cycle (A/R – Cash flow)




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Market Size – Virginia



245 State agencies


900 Local Public Bodies

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Market Volume – Virginia



8.6 Million Orders


More then \$7 Billion Spent

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Market competition – Virginia



91965 Vendors

11938 Users

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Your Competitive Advantage


Get certified

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Your Competitive Advantage



- State of Virginia want to do business with Certified SWaM Businesses .
- Each State agency has a goal that have to achieve in SWaM spend. (goal - 42%)
- There are currently two set aside (Micro and Small)

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Small Purchases



Purchases \$10,000 and under	Purchases \$10,001 - \$100,000
Method: Single Quote	Method: Competitively Bid
Award Priority: Micro Business	Award Priority: Small Business

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Large Purchases



Purchases over \$100,000	
Invitation For Bid – IFB <ul style="list-style-type: none"> Competitive Sealed Bidding Specific terms Detailed specifications Awarded based on price 	Request for Proposal – RFP <ul style="list-style-type: none"> Competitive Negotiation Vendor proposes solution Two (or more) offers are selected for negotiation Award is made to best overall proposal

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SWaM Certification



SWaM Designations

- **Small Business:** No more than 250 employees OR No more than \$10 Million in gross receipts averaged over the 3-year period prior to certification application.
- **Women-Owned Business:** At least 51% owned and controlled by one or more women who are U.S. citizens or legal resident aliens.
- **Minority-Owned Business:** At least 51% owned and controlled by one or more minorities who are U.S. citizens or legal resident aliens.

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SWaM Certification



Other Designations Under SWaM

- **Micro Business Certification:** No more than 25 employees AND no more than \$3 Million in average annual revenue over the 3-year period prior to certification application.
- **Service-Disabled Veteran:** A business that has been approved in the Service-Disabled, Veteran-Owned Small Business Program (SDVOSB) by the Virginia Department of Veterans Services

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SWaM Certification



- Over 14,000 approved SWaM Certifications in the State of Virginia – almost 700,000 businesses, 97% are small business
- Over 5,500 Micro Certified Businesses
- In 2016 The Commonwealth spent 37% or 2.4B with SWaM businesses

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Certification Portal



- SWaM certification is now done online through our SWaM application portal.
- Paper applications will no longer be accepted.
- Standard processing time is 60 business days from receipt of a COMPLETE application.
- SWaM certification approval is good for Five years.

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Certification Portal

For information about Certification:

> <https://www.sbsd.virginia.gov/certification-division>

For the Application Portal Instruction Manual:

> https://www.sbsd.virginia.gov/wp-content/uploads/2017/12/SBSD_New_Application_Portal_Instructions.pdf


For a complete list of required documents please go to:

> <https://www.sbsd.virginia.gov/important-forms>

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SWaM Supporting Documents

1. Proof of U.S. citizenship or Permanent Residency

DMV License **AND** U.S. Passport

Birth Certificate

Permanent Resident Card

Certificate of Naturalization

2. Business tax returns for current year and previous 2 years

3. First page of the Form 941 (Employer's Quarterly Federal Tax Return) for the most recent four quarters

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SWaM Supporting Documents

4. Documented proof of owner's contributions to the business

5. Resume of owner(s) and officer(s)

6. Copies of professional licenses and permits

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SWaM Supporting Documents 

Additional Documents required based on the business formation:

- **Corporations**
 - ☐ Certificate of Incorporation
 - ☐ Articles of Incorporation and any amendments
 - ☐ Corporate bylaws and any amendments
 - ☐ Minutes from most recent stockholder meetings
 - ☐ Minutes from most recent board of directors meetings
 - ☐ Both sides of stock certificates
 - ☐ Stock ledger

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SWaM Supporting Documents 

Additional Documents required based on the business formation:

- **Limited Liability Company**
 - ☐ Certificate of Organization/Existence/Formation
 - ☐ Articles of Organization and any amendments
 - ☐ Operating Agreement and any amendments

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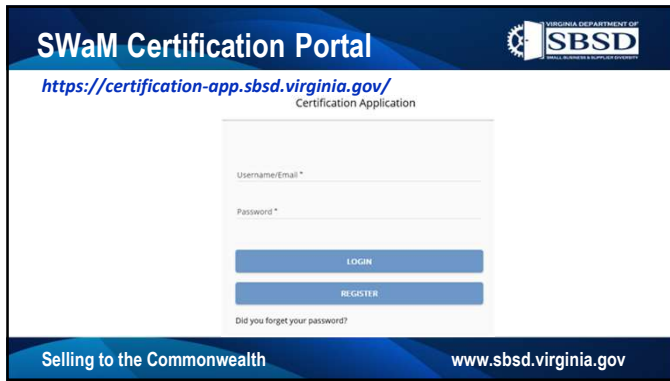
SWaM Supporting Documents 

Additional Documents required based on the business formation:

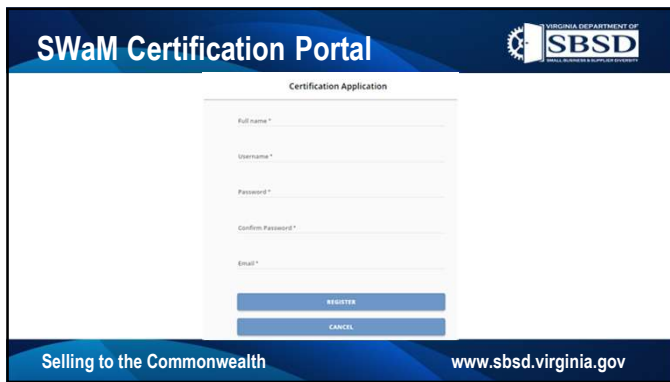
- **Sole Proprietorship**
 - ☐ Current business license
 - ☐ Certificate of Assumed/Fictitious Name
- **Franchises**
 - ☐ Franchise Agreement
- **Partnerships**
 - ☐ Partnership Agreement

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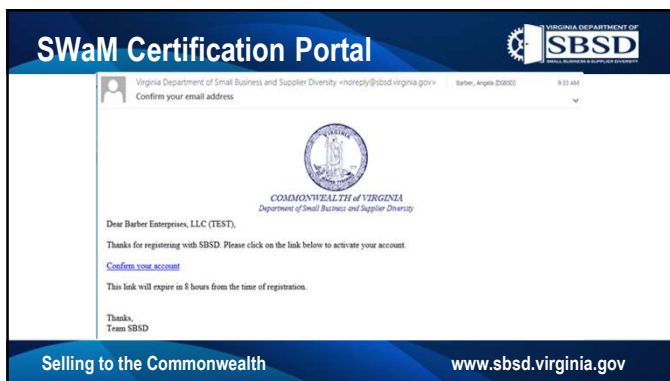
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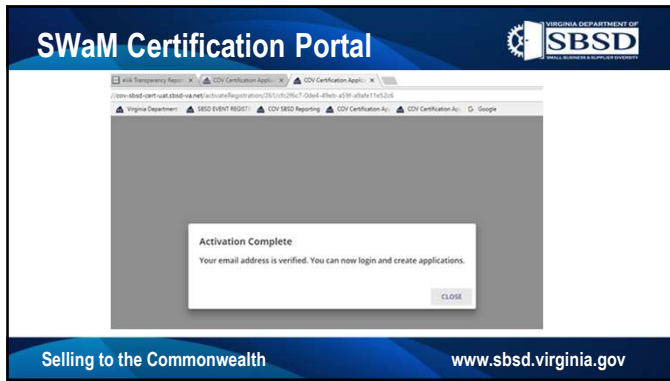
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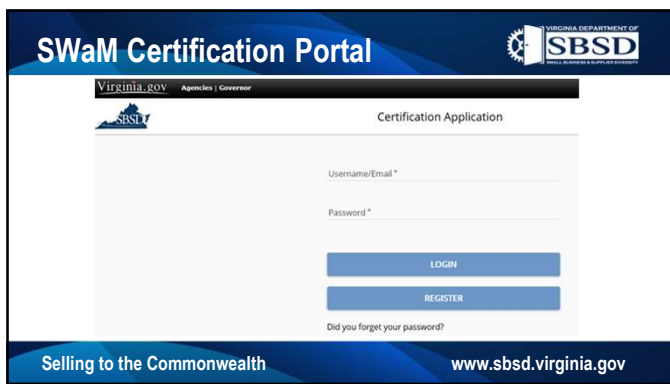
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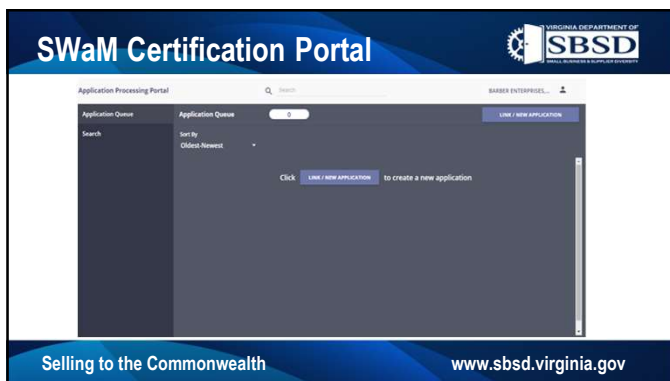
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SWaM Certification Portal

Application Documents Submit

BARBER ENTERPRISES, LLC

Please verify that the application is complete and all the documents have been uploaded before submitting the application. The very last step is to sign the affidavit and debarment form to establish that all the information is accurate. This must be signed by a majority owner of the company.

Designations and Business type

Select the designations you are applying for*

☐ Small

☐ Micro

☐ Women Owned

☐ Minority Owned

☐ Disabled Veteran Owned

SAVING SAVING

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SWaM Certification Portal

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Required Documents

Business plan/contract or order form [UPLOAD](#)

Tax returns (2018-2020 ONLY) [UPLOAD](#)

Financial statements (2018-2020 ONLY) [UPLOAD](#)

Proof of ownership of business assets [UPLOAD](#)

Bankruptcy [UPLOAD](#)

Business license or permit (if applicable) [UPLOAD](#)

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SWaM Certification Status

To check the status of your application, go to www.sbsd.virginia.gov

What's Hot!


- Expenditure Dashboard
- Scaling Growth
- FAQs
- Certification Application
- SWaM and DBE Directory
- Business One-Stop
- Certification Application Status**
- Events
- Important Forms

The mission of the Virginia Department of Small Business and Supplier Diversity (SBSD) is to enhance growth opportunities for Virginia's small businesses to prosper through revenue and job creation thereby raising the standard of living for all Virginians.

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What is eVA?



Virginia's eProcurement Portal

The tool used by the Commonwealth for all purchasing activity.

245+ state agencies, colleges & universities

770+ local governments

13,000+ eVA Users

Announce **bidding** opportunities
Get **quotes**
Place **orders** for goods/services

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What you need to register...

- > **Federal Employer Identification Number (EIN)**
- > **W-9 form**
- > **Commodity Codes**

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www.eva.virginia.gov





Notice - Dunbar Armored Car Services and Supplies
New contract E104-70802 in place effective 7/1/2018

1. SELL TO VIRGINIA
2. BUY FOR VIRGINIA
3. WHAT VIRGINIA BUYS

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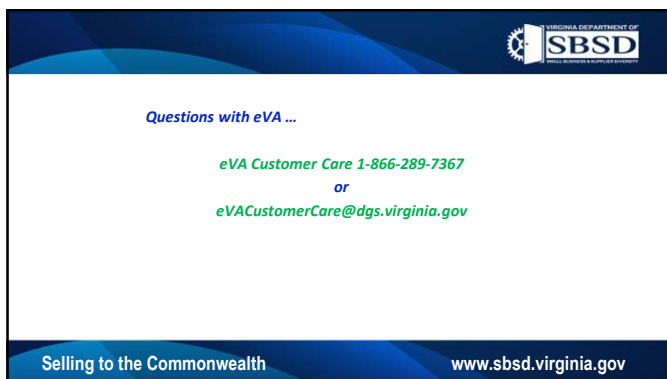
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Resources




- One on One Business Counseling
To book appointment email at
Ramain.gohar@sbsd.virginia.gov
- SWaM lab
- 3rd Annual Blue Ridge Sales Conference– March 2022 at Radford University

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THANK YOU

QUESTIONS ?

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