

MBECONNECT

PROFILES

FIRST EDITION:

Women's Business Enterprise Stars

Summit & Salute to Women's Business Enterprises honors WBENC's award-winning Women's Business Enterprise (WBE) Stars for their achievements and leadership.

8tips

for getting ahead in
Supplier Diversity



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CANDICE BENNETT & ASSOCIATES, INC.

WOMEN PRESIDENTS' EDUCATIONAL ORGANIZATION - DC

PROFITABLE
EDGE
WITH
CUSTOMIZED
BUSINESS
STRATEGIES



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About Us Candice Bennett & Associates, Inc.

Founded in 2003, CBA is a visionary marketing research firm that uses our expert insights to identify lucrative trends for our clients that facilitate the launch of successful new products and services, strengthen brand loyalty among their customers and grow their businesses substantially.

PROVIDING BUSINESSES AND INDIVIDUALS WITH COMMUNICATION STRATEGIES AND CREATIVE SOLUTIONS

Our clients are global in reach, represent a variety of industries and serve consumers, businesses and governments. Our flat organizational structure and experienced team allow us to rapidly respond to our clients' evolving requirements as a project moves from inception to completion.

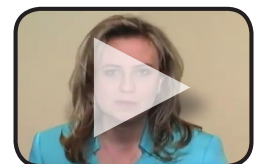
We provide our clients with specifically tailored projects that are right "the first time". Customers appreciate our engagement throughout the entire research process. Larger organizations, with a rigid vertical organization, are often reactive, slow to adapt, and removed from their customers.

We pride ourselves on our accessibility which affords our customers the opportunity to be engaged throughout the entire survey design process: from survey design which ensures the proper audience is targeted, through the fielding process and ending with a rigorous statistical analysis and interpretation of the results. Because we conduct these steps internally, customers can be assured of receiving continuity and integrity of the data.

OUR SERVICES

- DEVELOPMENT OF STRATEGIC RESEARCH PLANS
- COMPREHENSIVE PROJECT MANAGEMENT
- QUANTITATIVE AND QUALITATIVE RESEARCH

CBA VIDEO



Business Statistics

Industry Business Data

| Primary Industry Served Business Products/Services | Marketing Research | |
|---|--------------------|--------|
| NAICS Codes | 541910 | 541613 |

Business & Diversity Certifications

| Business/Technical Certifications | Years | Organization | Chapter/Affiliation |
|-----------------------------------|-------|--------------|---------------------|
| Diversity Certifications | 4 | WBENC | WPEO-DC |

CANDICE BENNETT AND ASSOCIATES, INC. Providing Communication Strategies and Creative Solutions

CANDICE BENNETT & ASSOCIATES, INC., is a nationally certified woman-owned business through the Women's Business Enterprise National Council (WBENC), the nation's largest third party certifier of businesses owned and operated by women in the US, and through the National Women Business Owners Corporation (NWBOC), the nation's first WBE certifier.

CBA, a consulting firm focused on market research, communications, and organizational assessment and development, is committed to providing businesses and individuals with creative, cost-effective strategies.

In these difficult economic times, businesses are seeking cost-leaders. Our small organization has limited overhead, a savings that is directly transferable to our customers.

WHY WE'RE DIFFERENT

- We offer the experience of a large firm, at the cost of a small one.
- Our strength is our scope.
- Our clients are global in reach, represent a wide range of industries, and serve consumers, businesses and governments.

Besides work in the US, **CBA** has conducted research on 4 continents and in over 10 languages. We recognize commitment to supplier diversity, embraced by corporations and government agencies today. We add diversity to your supply chain.

"CBA has and continues to work for a variety of companies across industries, as well as other strategic marketing firms."

CBA LEADERSHIP ROLE

Security – We can safely conduct surveys with a client's customers using the highest industry standards in data encryption for personally identifiable information (PII).

We provide a fresh perspective to organizations, helping them bring about changes that lead to improvements in employee performance and the organizational flow of day-to-day business.



Candice Bennett
President of
Candice Bennett &
Associates, Inc.



Bio



Capabilities



Weblink

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