

CAPABILITY STATEMENT

Tech Driven Business Consultancy

LorettaLancaster.com LLC is a technology driven business consultancy. We help organizations bridge the gap between product, service, or mission expertise, & the use of modern business technology. We specialize in everything an organization needs to become effective in todays digital world. We are **detail oriented, attentive, & responsive to your project or mission.** We are known for, and excel at, operational and technical rigor.

CORE COMPETENCIES



- TECHNOLOGY:
- Custom Software, Database Design & Structure, Automations, CRM, Workflows, UI, UX, AI (all kinds), SEM, Technology Systems for Organizational Management, API's, Websites & Funnels, Calendars, Go HighLevel, SEO, E-Commerce, Sales & Marketing Software, "All In One" Custom Software Configuration, Mobile Phone Apps
- PROVIDING EDUCATION & TRAINING:
- Employee Video Training, Business Development, System Maintenance, Selling Online, Sales Training, Educational Materials, Executive Training, Employee Online Training, Employee Online Handbook, Business Consultation
- MARKETING & ADVERTISING:
- Social Media Content, Social Media Ads, Strategic Marketing Plan, Lead Collection, SMS Text Marketing, Email Marketing, AI Avatars & Cloning, AI Voice Cloning, Graphics, Marketing System & Software, Videos, Promotional Items, Advertising Materials, Copywriter & Content Writer
- BUSINESS DEVELOPMENT:
- Strategic Tech Planning, Project Management, Organizational Structure, Business, Operations, Strategic Direction, Business Logic, Strategy, Sales, Surveys, Infrastructure Development, Sales Infrastructure, Workflow Management, Project Mapping, Metrics & KPIs, Sales Driven Web Development

- LEADERSHIP:
- Strategic Tech Operations Leader/Management. Project Management, Fractional Chief Tech Officer (CTO), Team Leadership & Hiring, Security & Compliance, Vendor Management, Project & Product Architecture, Technology Strategy, Tech Problem Solving, Tech Based Speaking Engagements, Business Technical Liaison, Bridging & Translating, Cross-functional.

WHY CHOOSE US:

In addition to personalized service, and competency; we are simply knowledgeable & dependable. We communicate immediately when delays are unexpected. **Many companies that provide organizational and strategic business planning, do not provide technology. Companies that provide technology, are generally not astute at strategic business planning.** We do both in an excellent way. Service is our #1 priority.



Company Summary

- ACCEPTED PAYMENTS:
- Check, Credit Card, Wire, ACH
- CAGE:
- 22TZ2
- UEI:
- JSZST2H4RM23
- DUNS:
- 11-928-3209
- POC:
- Loretta Lancaster
- WEB:
- LorettaLancaster.com
- PHONE:
- 202-760-5397
- Email:
- Loretta@JustAskLoretta.com
- WORK AREA:
- Nationwide
- ADDRESS:
- 5101 St Thomas Sanctuary Drive, Bowie, MD 20720

CERTIFICATIONS:

SBA-Economically Disadvantaged Women-Owned (**EDWOSB**)
SBA Women-Owned (**WOSB**)
Maryland CSB Certified Small Business. (**SBR**) #SB26-098815
Certified PG County Based Small Business (**CBSB**)26-1725

PAST PERFORMANCE

LorettaLancaster.com LLC has a proven track record of success in delivering high-quality business consultation, strategic planning and technology based projects & solutions. Serving a variety of industries including government, real estate, finance, wellness & healthcare, and manufacturing. Our clients include numerous small and medium-sized businesses. We have consistently received high customer satisfaction ratings for our reliable, efficient, and innovative solutions.

PRIMARY NAICS & PSC CODES

- 541613
- Marketing Consulting Services
- 541430
- Graphic Design Services
- 541511
- Custom Computer Programming Services
- 541519
- Other Computer Related Services
- 541611
- Admin. Mgt. & General Mgt. Consulting Services
- 541618
- Other Management Consulting Services
- 541810
- Advertising Agencies
- 561110
- Office Administrative Services
- 611710
- Educational Support Services
- 611430
- Professional and Mgt. Dev. Training
- PSCs:
- 7510, R604, R431, U009, U008, R799, T099, R708, R701, R699, R425, R408, DA01, R499