
CAPABILITIES STATEMENT

CAGE Code: 6JMH4D-U-N-S Number: 805336349

1. VISION STATEMENT:

THE VISION OF **JOSEPH BURY MARKETING** IS TO BECOME THE LEADING PROVIDER OF OUR MISSIONS' SERVICES BY 2025.

2A. MISSION STATEMENT: [#1 – Targeting: Businesses Large and Small]

THE MISSION OF **JOSEPH BURY MARKETING** IS TO PROVIDE BUSINESSES OF EVERY SIZE WITH THE VERY FINEST EDITORIAL, WRITING, AND CONTENT DEVELOPMENT ASSISTANCE AVAILABLE ANYWHERE, AND THE MARKETING, COMMUNICATIONS, AND WEBSITE CONSULTING EXPERTISE TO SUSTAIN THEM.

2B. MISSION STATEMENT: [#2 – Targeting: Highly-complex, Enterprise-wide Organizations, only]:

THE MISSION OF **JOSEPH BURY MARKETING** IS TO PROVIDE HIGHLY-COMPLEX, ENTERPRISE-WIDE, GOVERNMENT AND COMMERCIAL ACQUISITION PROGRAMS WITH THE VERY FINEST MARKETING, MANAGERIAL, ADMINISTRATIVE, AND OPERATIONAL CONSULTING EXPERTISE AVAILABLE ANYWHERE, AS WELL AS THE ADVERTISING, PUBLIC RELATIONS, MEDIA RELATIONS, COMMUNICATIONS, AND OTHER ORGANIZATIONAL SUPPORT SERVICES NECESSARY TO SUSTAIN THEM.

3. CORE VALUES:

INTEGRITY, RESPONSIVENESS, COLLABORATION, SYNERGY, RESPECT*

4. SLOGAN/TAGLINE:

Positioning Your Brand. Enhancing Visibility and Demand. SM

U.S. Census Bureau North American Industry Classification System (NAICS) Codes:

I. **NAICS 2019 – 541611: Administrative Management and General Management Consulting Services.** This U.S. industry comprises establishments primarily engaged in providing operating advice and assistance to businesses and other organizations on administrative management issues, such as financial planning and budgeting, equity and asset management, records management, office planning, strategic and organizational planning, site selection, new business start-up, and business process improvement. This industry also includes establishments of general management consultants that provide a full range of administrative, human resource, marketing, process, physical distribution, logistics, or other management consulting services to clients.

Illustrative Examples:

Administrative management consulting services
Site selection consulting services
Financial management (except investment advice) consulting services
Strategic planning consulting services
General management consulting services

II. NAICS 2019 – 541613: Marketing Consulting Services. This U.S. industry comprises establishments primarily engaged in providing operating advice and assistance to businesses and other organizations on marketing issues, such as developing marketing objectives and policies, sales forecasting, new product developing and pricing, licensing and franchise planning, and marketing planning and strategy.

Typical services include developing and implementing public relations plans--are classified in **Industry 541820, Public Relations Agencies**; and developing and conducting marketing research or public opinion polling--are classified in **Industry 541910, Marketing Research and Public Opinion Polling**.

III. NAICS 2019 – 541618: Other Management Consulting Services. This U.S. industry comprises establishments primarily engaged in providing management consulting services (except administrative and general management consulting; human resources consulting; marketing consulting; or process, physical distribution, and logistics consulting). Establishments providing telecommunications or utilities management consulting services are included in this industry.

Cross-References. Establishments primarily engaged in--

- Providing administrative and general management consulting services--are classified in U.S. Industry [541611](#), Administrative Management and General Management Consulting Services;
- Providing human resources consulting services--are classified in U.S. Industry [541612](#), Human Resources Consulting Services;
- Providing marketing consulting services--are classified in U.S. Industry [541613](#), Marketing Consulting Services; and
- Providing process, physical distribution, and logistics consulting services--are classified in U.S. Industry [541614](#), Process, Physical Distribution, and Logistics Consulting Services.

IV. NAICS 2019 – 541810: Advertising Agencies. This industry comprises establishments primarily engaged in creating advertising campaigns and placing such advertising in periodicals, newspapers, radio and television, or other media. These establishments are organized to provide a full range of services (i.e., through in-house capabilities or subcontracting), including advice, creative services, account management, production of advertising material, media planning, and buying (i.e., placing advertising).

Cross-References. Establishments primarily engaged in--

- Purchasing advertising space from media outlets and reselling it directly to advertising agencies or individual companies--are classified in Industry [541830](#), Media Buying Agencies;
 - Conceptualizing and producing artwork or graphic designs without providing other advertising agency services--are classified in Industry [541430](#), Graphic Design Services;
 - Creating direct mail advertising campaigns--are classified in Industry [541860](#), Direct Mail Advertising;
 - Providing marketing consulting services--are classified in U.S. Industry [541613](#), Marketing Consulting Services; and
 - Selling media time or space for media owners as independent representatives--are classified in Industry [541840](#), Media Representatives.
-

V. NAICS 2019 – 541820: Public Relations Agencies. This industry comprises establishments primarily engaged in designing and implementing public relations campaigns. These campaigns are designed to promote the interests and image of their clients. Establishments providing lobbying, political consulting, or public relations consulting are included in this industry.

VI. NAICS 2019 – 541910: Marketing Research and Public Opinion Polling. This industry comprises establishments primarily engaged in systematically gathering, recording, tabulating, and presenting marketing and public opinion data.

Illustrative Examples:

Broadcast media rating services
Political opinion polling services
Marketing analysis or research services
Statistical sampling services
Opinion research services

Cross-References. Establishments primarily engaged in--

- Providing research and analysis in economics, sociology, and related fields--are classified in Industry [541720](#), Research and Development in the Social Sciences and Humanities; and
 - Providing advice and counsel on marketing strategies--are classified in U.S. Industry [541613](#), Marketing Consulting Services.
-

VII. NAICS 2019 – 561410: Document Preparation Services. This industry comprises establishments primarily engaged in one or more of the following: (1) letter or resume writing; (2) document editing or proofreading; (3) typing, word processing, or desktop publishing; and (4) stenography (except court reporting or stenotype recording), transcription, and other secretarial services.

Cross-References. Establishments primarily engaged in--

- Providing verbatim reporting and stenotype recording of live legal proceedings and transcribing subsequent recorded materials--are classified in U.S. Industry [561492](#), Court Reporting and Stenotype Services;
 - Performing prepress and postpress services in support of printing activities--are classified in Industry [323120](#), Support Activities for Printing;
 - Providing document translation services--are classified in Industry [541930](#), Translation and Interpretation Services;
 - Photocopying, duplicating, and other document copying services, with or without a range of other office support services (except printing)--are classified in U.S. Industry [561439](#), Other Business Service Centers (including Copy Shops); and
 - Providing document copying services in combination with printing services, with or without a range of other office support services, and establishments known as quick or digital printers--are classified in U.S. Industry [323111](#), Commercial Printing (except Screen and Books).
-

VIII. NAICS 2019 – 561499: All Other Business Support Services. This U.S. industry comprises establishments primarily engaged in providing business support services (except secretarial and other document preparation services; telephone answering and telemarketing services; private mail services or document copying services conducted as separate activities or in conjunction with other office support services; monetary debt collection services; credit reporting services; repossession services; and court reporting and stenotype recording services).

Illustrative Examples:

Address bar coding services
Fundraising organization services on a contract or fee basis
Bar code imprinting services
Mail presorting services

Cross-References. Establishments primarily engaged in--

- Providing secretarial and other document preparation services--are classified in Industry [561410](#), Document Preparation Services;
- Providing telephone answering or telemarketing services--are classified in Industry [56142](#), Telephone Call Centers;
- Providing private mail services, document copying services without printing services, and/or a range of office support services--are classified in Industry [56143](#), Business Service Centers;
- Providing document copying services in combination with printing services, with or without one or more other office support services, and establishments known as quick or digital printers--are classified in U.S. Industry [323111](#), Commercial Printing (except Screen and Books);
- Providing monetary debt collection services--are classified in Industry [561440](#), Collection Agencies;
- Providing credit reporting services--are classified in Industry [561450](#), Credit Bureaus;
- Providing repossession services--are classified in U.S. Industry [561491](#), Repossession Services; and
- Providing court reporting and stenotype services--are classified in U.S. Industry [561492](#), Court Reporting and Stenotype Services.