



TCG Consulting, Inc.

Making Market Share

## **General Services Administration Federal Supply Service Authorized Federal Supply Schedule Price List**

*On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!®, a menu-driven database system. The INTERNET address for GSA Advantage!® is: <http://www.gsaadvantage.gov>.*

### **Advertising & Integrated Marketing Solutions (AIMS)**

Federal Supply Schedule 541

FSC Group 541

**Contract Number: GS-07F-0115V**

**Contract Period:** 15 January 2009 through 14 January 2014

With Two 5 Year Option Periods



TCG Consulting, Inc.

2221 Peachtree Rd., Ste. X22

Atlanta, GA 30309

Telephone: 888-824-8920

Fax: (404) 934-5196

<http://www.tcgconsultinginc.com>

Point of Contact

**Shawn Cooper**

shawn@tcgconsultinginc.com

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**Business Size:** SBA 8(a) Certified Firm; Veteran-Owned Small Business; Woman-Owned Small Business; Small Disadvantaged Business

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at [www.fss.gsa.gov](http://www.fss.gsa.gov)

## CUSTOMER INFORMATION

**1a. Awarded Special Item Numbers (SIN):**

- 541-1 Advertising Services
- 541-4A Market Research and Analysis Services

**1b. Lowest Priced Model Number & Price for Each SIN:** Not Applicable (Government net price based on a unit of one)

**1c. Hourly Rates:** Not Applicable

**2. Maximum Order\*:** \$1,000,000 per SIN

\*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

**3. Minimum Order:** \$100

**4. Geographic Coverage:** Domestic Only

**5. Point(s) of Production:** Atlanta, GA (Fulton County)

**6. Discount from List Prices:** Net Price

**7. Quantity Discount (s):** 0.5% \$100,000 - \$500,000  
1.0% \$500,001 - \$750,000  
1.5% \$750,001 & above

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- 8. Prompt Payment Terms:** Net 30
- 9a. Government Purchase Cards:** Accepted at or below the micro-purchase threshold
- 9b. Government Purchase Cards:** Accepted above the micro-purchase threshold
- 10. Foreign Items:** None
- 11a. Time of Delivery:** To be negotiated with ordering agency
- 11b. Expedited Delivery:** To be negotiated with ordering agency
- 11c. Overnight and 2-Day Delivery:** To be negotiated with ordering agency
- 11d. Urgent Requirements:** To be negotiated with ordering agency
- 12. F.O.B. Point:** Destination
- 13a. Ordering Address:**

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shawn@tcgconsultinginc.com
- 13b. Ordering Procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3, and a sample BPA can be found at the GSA/FSS Schedule homepage (<http://fss.gsa.gov/schedules>).
- 14. Payment Address:** Same as contractor
- 15. Warranty Provision:** Not Applicable
- 16. Export Packing Charges:** Not Applicable
- 17. Terms and Conditions of Government Purchase Accept at or below the micro-purchase Card Acceptance:** Any thresholds above the micro-purchase level

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- 18. Terms and Conditions of rental, maintenance and repair:** Not Applicable
- 19. Terms and Conditions of installation:** Not Applicable
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices:** Not Applicable
- 20a. Terms and Conditions for any other services:** Not Applicable
- 21. List of service and distribution points:** Not Applicable
- 22. List of participating dealers:** Not Applicable
- 23. Preventive maintenance:** Not Applicable
- 24. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):** Not Applicable
- 24a. Section 508 compliance information is available on Electronic and Information Technology (EIT):** Not Applicable
- 25. Data Universal Number System (DUNS) Number:** 135273816
- 26. TCG Consulting, Inc. is registered in the Central Contractor Registration (CCR) database**

## COMPANY OVERVIEW

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**TCG Consulting, Inc. (TCG)** is a marketing communications and market research consulting firm that is committed to meeting the unique needs of each of our clients through delivering creative solutions with measurable results.

**At TCG,** we strongly believe an effective marketing communications strategy, which is grounded in market research, is an essential element for the success of any project. Listening to the voice of the consumer is the first step in developing an effective marketing or communications plan. TCG specializes in providing marketing consulting services and market research; as well as, message development, program management, community outreach, public relations, event planning, social marketing, public education campaigns, program assessment, and consumer insight and customer satisfaction studies for its public and private sectors clients.

**Certified** by the U.S. Small Business Administration as a participant in the 8(a) business development program, TCG is also certified as a veteran, small, woman, and minority - owned business.

**TCG's** team of marketing communications professionals collectively encompass more than 100 years of communications, public relations, community outreach, market research, event management, and general management consulting expertise in the public and private sectors.

Please see our website - <http://www.tcgconsultinginc.com> - for additional information regarding TCG. We look forward to the opportunity to provide you the expertise and support that your team requires to achieve its goals and objectives.

## **DESCRIPTION of SERVICES**

### **TCG Consulting, Inc.**

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## **Advertising and Integrated Marketing Solutions Service Offerings**

TCG's professionals are skilled consultants and practitioners in the fields of marketing, communications, public relations, and market research. At TCG, our strategic guidance and tactical implementation is driven by your "bottom line" – what is the most economical manner to effectively deliver the message to your audience. We integrate industry best practices and leverage our diverse exposure when delivering integrated marketing communications and market research services. TCG provides solutions to address your internal and external communications, message creation, advertising, public education, community outreach, information management, media relations, public affairs, market research study design, focus groups, survey administration, meeting facilitation, event planning, technology, and program management needs.

### **Advertising Services (SIN 541-1)**

- Identify Organizations' Goals
- Develop Strategies and Objectives to Align with Goals
- Message Creation
- Promote Public Awareness & Education
- Create Collateral Marketing Materials – pamphlets, website, brochures, advertisements, banners,
- Identify Distribution Channels
- Incorporate Metrics and Mechanisms

### **Market Research and Analysis Services (SIN 541-4A)**

- Study Design
- Qualitative – Focus Groups, In-depth, One-on-one
- Quantitative - Telephone, Mail, Web-based Survey
- Administer Study
- Collect and Analyze Study Data
- Identify Key Findings
- Message Testing
- Research Respective Markets
- Analyze Current Trends
- Develop Strategic Communication Plans and Programs

### **Terms and Conditions:**

GSA multiple award schedule contracts are awarded in accordance with the provisions of the Federal Acquisition Regulation Part 12 Acquisition of Commercial Items. To the maximum extent practicable, GSA multiple award schedule contracts include only those clauses and terms and conditions, either required to implement provisions of law or executive orders applicable

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to the acquisition of commercial items, or determined to be consistent with customary commercial practice. Ordering agencies may incorporate provisions in their task orders that are essential to their specific requirements (i.e., security, hazardous material handling, key personnel, etc.), provided they do not conflict with the terms and conditions of the contract. These provisions, when required, must be included in the individual task order, and any costs necessary to comply with the provision(s) prohibited by law. The terms and conditions of TCG Consulting, Inc.'s AIMS contract are current through Refresh 6 to Solicitation Number 7FCB-H2-07-0541-B. An electronic version of the AIMS solicitation may be found at FedBizOpps by following this link:

<http://www.fbo.gov/spg/GSA/FSS/7FC/7FCB%2DH2%2D070541%2DB/Attachments.html>

## **LABOR CATEGORY DESCRIPTIONS**

### ***Sr. Project Professional***

Serves as TCG Consulting, Inc.'s lead strategist and consultant by performing functions including, but not limited to: creation of strategic plans, creation of marketing plans, creation of branding initiatives, creation of public awareness campaigns, identification and analysis of target markets, establishment of measurable marketing objectives; determination of market trends and conditions; and conducting of market research studies. The Sr. Project Professional position requires a bachelor's degree and a master's degree in a related field with 10+ years of professional experience.

### ***Project Manager***

Guides all involved with a project from start to finish, ensuring timely completion. Serves as the primary point of contact between clients and internal functional groups, including marketing strategy, creative services, marketing/communications, market research information management and print/production management. Schedules every task of every project, coordinates functional group assignments and ensures the integration of client direction and feedback. Provides status reports to the client and internal team on a weekly basis and facilitates communication among team members. Assists in the development of marketing strategies and tactical procedures. The Project Manager position requires a bachelor's

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degree and 5+ years of experience.

### ***Sr. Research Analysis***

Oversees Market Research and Analysis services program area. Leads the development of strategic and integrated product and service strategy. technical research and market positioning Meets regularly with client/program manager to discuss project status, objectives, performance, and propose initiatives. Designs and supervises the implementation of market research studies, develops, presents, and implements communications plans based on strategic research and demographic analyses. Works with client in development of a strategic and target marketing plan. The Sr. Research Analysis position requires a bachelor's degree and 5+ years of experience.

### ***Project Specialist***

Develops, coordinates, and implements advertising, marketing and communication tactics to support a strategic marketing communications plan. Responsible for media form and outlets, customer communications distribution channels and computer technology to support advertising and marketing communications campaigns. Works closely with clients to identify preferred media outlets and markets. Defines and coordinates communications plans, market research needs, strategic direction, including press releases. The Project Specialist position requires an undergraduate degree and 3+ years of experience.

### ***Market Analyst***

Serves the Sr. Research Analyst in a support role. Supports research initiatives through data gathering via a variety of research tools, including surveys, interviews, and other investigative methods. Helps with data collection and data entry and handles all logistics related to a research effort. Coordinates various market research functions including, but are not limited to: establishment of measurable marketing objectives; determination of market trends and conditions; conducting of research studies (e.g., focus groups, telemarketing, individual interviews, prepare/distribute surveys, and compile/analyze results), and management of call centers. The Market Analyst position requires a bachelor's degree in and 3+ years of experience.

### ***Graphic/Web Designer***

Designs creative products based on the creative direction, conceptual design and image branding decisions provided by a collaboration of the client and

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consulting team. Applies creative design to collateral marketing material, print, radio, TV, cable, film, video, website and exhibits. Typical tasks include: developing conceptual design and layouts; providing basic copywriting and technical writing services; developing publication designs and/or typographic layout; and furnishing custom or stock artwork (including electronic artwork). The Graphic/Web Designer position requires an associate's degree in graphic/web design and 3+ years of experience.

#### ***Clerical Support***

Assists in the administration of the project from introduction to completion. Facilitates communications among all team members, organizes and files all appropriate documentation. Arranges all logistics related to teleconferences and onsite meetings. The Clerical Support position requires an associated degree and 1+ years of experience.



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## GSA PRICE LIST

Jan. 2011

Senior Project Professional	\$159.91 per hr
Project Manager / Sr. Research Analyst	\$127.30 per hr
Project Specialist/ Market Analyst	\$81.25 per hr
Graphic Designer	\$60.55 per hr
Clerical	\$40.62 per hr

Jan. 2012

Senior Project Professional	\$165.51 per hr
Project Manager / Sr. Research Analyst	\$131.76 per hr
Project Specialist/ Market Analyst	\$84.09 per hr
Graphic Designer	\$62.67 per hr
Clerical	\$42.04 per hr

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