

CAPABILITIES STATEMENT

Pacific Business Partners LLC provides operations and business management services with over 20 years of experience specializing in retail operations and developing innovative retail concepts. We have expertise in business planning, project management, location build out, concept store design to branding, buying, pricing, and merchandising, as well as sales and customer service training and overall operational management to create an exceptional shopping experience.

PHILOSOPHY

At Pacific Business Partners, our mission is to help businesses optimize their operations and maximize efficiency. We work closely with our clients to understand their unique challenges and develop customized solutions that drive long-term growth and success. Our experienced team brings a wealth of knowledge and expertise in operations management, process improvement, and supply chain optimization. We are committed to delivering measurable results and providing exceptional service to our clients. Our vision is to be the leading operations firm, known for our innovative solutions and trusted partnerships with businesses across industries.

PROFESSIONAL BRANDING + MARKETING + DIGITAL SERVICES: BUSINESS PERFORMANCE

- ✓ Revenue Growth: facilitate strategic planning and action plan
- ✓ Profit Margin: review current margins, reduce costs on variables, increase price points based upon current market and demand
- ✓ Innovation Rate: stay ahead of the curve on with analyzing competitors and collaborators
- ✓ Business Coaching: goal setting, accountability, staying on course

BRANDING

- > Discovery and Creation: brand personality, voice and tone
- > Brand Identification indicators: visual identity consistency, recognition, recall, and Differentiation from competitors
- > Monitoring and Optimizing performance indicators: brand awareness, reputation, loyalty and equity
- > Development of branded assets and style guides

MARKETING

- > Discovery and Creation: Strategic website development, newsletter and email campaigns, social media management, advertising, ad buying
- > Digital Performance indicators: website traffic, conversion rate, social media engagement
- > Keyword copywriting

DIGITAL SERVICES

- > Graphic Design, email signatures
- > SEO Implementation and updates
- > Website hosting and service maintenance for performance



PACIFIC
BUSINESS PARTNERS

Primary NAICS Code 541611

NAICS Code 722511

NAICS Code 445120

NAICS Code 452319

NAICS Code 448140

NAICS Code 451120

NAICS Code 453220

SAM Unique Entity ID:

JGSKCZGGPRF3

DUNS: 118445718

CAGE CODE: 98BE7

CERTIFICATIONS

ACDBE/DBE

MBE/WBE



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Pacific Business Partners

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