



American Business Development Group Delivers it's 50th Federal Market Assessment

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Talk to our Experts to:

- Create a business plan to capture DoD Business
- Learn about International and Domestic Markets
- Develop a Congressional strategy to meet your corporate requirements

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Arlington, VA, November 17, 2011 – ABDG is proud to announce we have reached a major milestone by delivering our 50th Federal Market Assessment (FMA). The final version of the FMA or deliverable is a result of a 90 -120 day deep dive into our client's services and the requirements we identify for their offerings within the DoD. The result is a strategic plan tailored to their business and business opportunities.

ABDG has been executing FMAs for over six years. We have supported vehicle OEMs, automotive component suppliers, weapons manufacturers, engineering firms, aircraft manufacturers, ship builders, and soldier system providers to name a few.

Bill Skipper, ABDG's President and CEO explains the FMA process as: "a document that describes the steps to shorten the decision cycle for our client's success into the DOD. We deliver a frank and unvarnished analysis of the probability of success and then we outline the steps to achieve that success."

The FMA is the front end of a long term relationship with ABDG for many of our clients. It provides the analysis and the planning document for the client to expand their DoD sales. The resultant recommendations include target programs, time to market, sales value, and challenges to success.

The ABDG Federal Market Assessment leverages our core strength – a seasoned team of DoD professionals with vast depth of process knowledge, a broad web of contacts, and the proven ability to deliver results.

If you would like to discuss how an FMA could help you business, please contact Mike Bennis at mike.bennis@abdg.com or (703) 647-2983.

American Business Development Group, headquartered in Arlington, Virginia is an internationally respected, full spectrum business development consulting firm, now representing a diverse list of over forty prominent U.S. and international businesses. ABDG enjoys a reputation as the largest business development firm in the United States which specializes in the re-equipping and modernization of the U.S. Military and Homeland Security organizations.

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