



I.M.M.A. Ltd.

## International Management and Marketing Associates

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### **General Services Administration Federal Supply Service**

Management, Organizational and Business Improvement Services (MOBIS)  
Federal Supply Schedule Industrial Group 874

#### **CONTRACT NO. GS-10F-0043S**

#### **Contract Period: 11/09/2005 – 11/08/2010**

Contractor: International Management and Marketing Associates  
181 Second Avenue, Suite 462  
San Mateo, California 94401-3814  
Tel: 1.650.347.3116  
Fax: 1.650.347.3117  
Website: <http://www.immaltd.com>

General Administrator: Caroline Brownstone, President and CEO  
181 Second Avenue, Suite 462  
San Mateo, California 94401-3814  
Tel: 1.650.347.3116  
Fax: 1.650.347.3117  
Email: [CBrownstone@immaltd.com](mailto:CBrownstone@immaltd.com)

Marketing and Technical: Jeanne Cudlip

Business Size/Status: Woman-owned, Small

Prices shown herein are NET (discount deducted).

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://gsaadvantage.gov>. For more information on ordering from Federal Supply Schedules, click on FSS Schedules at <http://www.fss.gsa.gov>.



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## **General Contract/Customer Information**

IMMA offers management consulting services to U.S. Government agencies as recipients of GSA/MAS Multiple Award MOBIS (Management Oriented Business Integrated Services) contracts.

IMMA is pre-qualified to provide domestic and international management consulting services in accordance with the MOBIS Schedule of Items: Consulting Services, Facilitation Services, Training Services, Program Integration and Project Management Services.

- As a woman-owned small business, IMMA is advantageously positioned to assist U.S. Government agencies achieve their goals by providing management, organizational, and business improvement services via MOBIS contracting vehicle.
- IMMA also affiliates with Human Resources Research Organization (HumRRO) to provide consulting and survey services.
- IMMA is pre-qualified with a U.S. Government's Secret Security Clearance.

### **1a. Table of Awarded Special Item Numbers (SINs):**

#### **CONTRACT NO. GS-10F-0043S**

**SIN 874-1: Consulting Services**

**SIN 874-2: Facilitation Services**

**SIN 874-4: Training Services**

**SIN 874-7: Program Integration/Project Management Services**

### **1b: Prices:**

IMMA prices are established on the basis of high quality professional performance and reliability standards. All courses listed below may be customized to off-the-shelf training programs for:

#### **GSA Contract, MOBIS #GS10F0043S**

#### **Authorized Federal Supply Schedule Price List**

##### **SIN 874-1: Consulting Services**

The notable senior professionals of IMMA's core team, sharing both U.S. and international skills and knowledge, provide services for both short or long-term business needs. These prime services include process consultation, organizational re-development, and managerial solutions to redefine and improve operations.

IMMA's positive performance track record with the U.S. Agency for International Development (USAID), identified through a report to the U.S. Congressional Appropriations Sub-Committee Hearings, favorably acknowledged IMMA's successful past performance. IMMA has been notably acknowledged for its ability to manage diverse organizational changes through strategic action planning, leadership training, and organizational transformation which led to effective and improved individual and organizational change.

## **SIN 874-2: Facilitation Services**

IMMA provides custom designed facilitation and support services, which include facilitating organizational solutions through a number of approaches, both internally and externally, depending on managerial needs. We offer problem solving techniques, defining and refining agendas, convening and leading large and small group discussion briefings, and planning techniques providing drafts for the permanent record. We also facilitate the operational aspects of planning and conveying, such as U.S. and international group travel capabilities, as well as site inspection and procurement

## **SIN 874-4: Training (Tailored and Off-the-Self(\*) Programs)**

IMMA provides national and international training services, including managerial training for economies in transition. IMMA provides performance improvement training through organizational reengineering, improvement of internal processes, organizational assessments and evaluation of training programs. IMMA also customizes off-the-shelf training through content development, training manuals, and other presentation media. Management and Leadership training incorporate change management techniques and institution building in a range of economic, business, and media sectors.

## **SIN 874-7: Program Integration and Project Management**

IMMA conducts program and project management for multiple client controls, including project accountability and effectiveness through combined techniques of assessment and facilitation. IMMA supports over-all management by administering quality control mechanism under its "Monitoring Mechanism and Training Evaluation System (MMTES) to facilitate program integration and thereby achieve attainable results.

**Schedule of Charges covering all listed SINs. Pricing is based on other than cost and pricing data submitted, rather than discounts from a Commercial Price List.**

### **(\*) SIN 874-4 Training Program Services, Off-the-Shelf Rates:**

<u>1-Day Course Title</u>	<u>Year 1</u>
Performance Measures Seminar	\$3,523.82
Benchmarking Seminar	\$4,555.42
Gender Sensitivity Seminar	\$4,555.42
Project Management Seminar	\$4,555.42
Self-directed Work Teams Seminar	\$4,555.42

<u>2-Day Course Title</u>	
Action Planning Workshop	\$10,344.88
Diversity Training Workshop	\$10,344.88
Group Dynamics Workshop	\$10,344.88
<u>3-Day Course Title</u>	
Cross-Cultural Team Building Workshop	\$12,046.16

**1c: Labor Rate Category Descriptions:**

These rates cover professional services for all SINs, except off-the-shelf Training Programs shown above:

<b>Labor Category:</b>	<b>Hourly:</b>
Managing Director	\$ 174.01
Senior Manager	\$ 131.00
Project Manager	\$ 103.82
Senior Consultant	\$ 84.07
Consultant	\$ 55.73
Support Staff	\$ 53.76
Junior Consultant	\$ 44.44
Junior Analyst	\$ 35.61

Please note: For succeeding years, prices will be adjusted in accordance with Clause I-FSS-969, Economic Price Adjustment - FFS Multiple Award Schedule, paragraph b(2).

**Labor Category Descriptions:**

**1. Managing Director/Principal Consultant**

**Education/Experience:** Ph.D.\* and over 10 years applicable experience leading and providing technical direction for long and short-term project oversight.

**Description of Qualifications:** Over eight years of progressive experience and ability to design, direct, implement and manage multitask projects of high complexity. Responsible for effective transitioning of existing project teams and the facilitation of project teams in the accomplishment of project activities and objectives. Provides primary group facilitation and interface with client management personnel regarding strategic issues. Provides supervision and direction to business process improvement personnel. Directs the completion of projects within estimated time frames and budget constraints. Coordinates all parties with tasks, reviews work products for completeness and adherence to customer requirements. Delivers presentations and leads strategic level client meetings.

## **2. Senior Manager**

**Education/Experience:** Ph.D.\* and over eight years of applicable experience.

**Description of Qualifications:** Demonstrated ability to provide guidance and direction for overall program and specific sub-tasks from inception through completion to ensure proper and timely implementation of technical and/or business solutions. Capable of managing multitask projects of high complexity applying domain expertise to business problems. Increasing responsibility in the design, implementation and management of program, interfacing with the client on specific project issues. Responsible for completeness of projects within estimated time frames and budget constraints. Coordinates reviews of work project for completeness, quality, and adherence to customer requirements. Delivers presentations and leads client meetings.

## **3. Project Manager**

**Education/Experience:** Ph.D.\* and six years applicable experience, Master's Degree and eight years applicable experience, or Bachelor's Degree and ten years applicable experience, including five years specialized experience.

**Description of Qualifications:** Over six years of progressive experience in management disciplines and related fields. Demonstrated responsibility to manage and oversee team personnel work effort, determining and monitoring the completeness of project requirements, along with the guidance and direction of specific projects or sub-tasks. Interfaces with the client on a day-to-day basis, directing the completion and adherence to customer requirements of specific project tasks within estimated time frames and budget constraints, delivering presentations and leading client meetings.

## **4. Senior Consultant**

**Education/Experience:** Master's Degree\* in a management discipline or related field or equivalent combination of education and experience providing comparable knowledge.

**Descriptions of Qualifications:** Over fifteen years in related management fields demonstrating the ability to apply the knowledge of specific and diversified management principles and practice guiding and directing specific project sub-tasks. Provides direct support to consultants and other senior personnel conducting consulting activities, including implementing sound judgment involving complex management/technical problems, while supporting the completion of specific tasks within estimated time frames and budget constraints.

## **5. Consultant:**

**Education/Experience:** Master's Degree\* and four years related experience, Bachelor's Degree and six years related experience.

**Description of Qualifications:** Applies a knowledge of and experience with program management and to support the completion of project-specific tasks within estimated time frames and budget constraints. Supports management programs or related program activities.

## **6. Support Staff**

**Education/Experience:** Associate Degree\* and five years' experience in a word processing administrative environment.

**Description of Qualifications:** Provides direct support to consultants and senior personnel conducting consulting activities. Such support includes progressive knowledge and experience in computer-based documentation, presentation techniques, technical typing, and word processing. Consultant support includes integrating inputs from various sources creating cohesive, graphical materials that require high level production and accuracy with minimum supervision. .

## 7. Junior Consultant

**Education/Experience:** Bachelor's Degree\* and no related experience, or High School Diploma and eight years related experience

**Description of Qualifications:** Provides general knowledge and support for and experience with project sub-tasks, interfacing assistance to senior consulting personnel and the client on specific project issues.

## 8. Junior Analyst:

**Education/Experience:** Bachelor's Degree\* and no related experience, or High School Diploma and eight years related experience

**Description of Qualifications:** Provides applicable knowledge for and experience with program management to support the analysis of complex consulting activities, support systems, program management, management programs and other related programs.

*\* Policy on Educational Equivalency: An additional 4 years of direct related experience may be substituted in lieu of recommended degree.*

- |      |                                      |  |
|------|--------------------------------------|--|
| 2.   | <b>Maximum Order:</b>                | \$1,000,000  |
| 3.   | <b>Minimum Order:</b>                | \$300.00   |
| 4.   | <b>Geographic Coverage:</b>          | Domestic and Overseas Delivery   |
| 5.   | <b>Point(s) of Production:</b>       | Not Applicable   |
| 6.   | <b>Discount from List Price</b>      | Discount from list prices or statement or net price: Labor rate prices shown are net and valid worldwide. All discounts have been deducted |
| 7.   | <b>Quantity Discounts:</b>           | None offered   |
| 8.   | <b>Prompt Payment Terms:</b>         | Net 30 days  |
| 9a.  | <b>Government Purchase Card</b>      | is not accepted at or below the micro purchase threshold.  |
| 9b.  | <b>Government Purchase Card</b>      | is not accepted above the micro-purchase threshold.  |
| 10.  | <b>Foreign Items:</b>                | Not Applicable   |
| 11a. | <b>Time of Delivery:</b>             | To be negotiated with Ordering Agency  |
| 11b. | <b>Expedited Delivery:</b>           | To be negotiated with Ordering Agency  |
| 11c. | <b>Overnight and 2-Day Delivery:</b> | To be negotiated with Ordering Agency  |
| 11d. | <b>Urgent Requirement:</b>           | To be negotiated with Ordering Agency  |
| 12.  | <b>F.O.B. Point(s):</b>              | Destination  |

**13a. Ordering Address:**

International Management and  
Marketing Associates, Ltd.  
Attn: Caroline Brownstone  
181 Second Avenue, Suite 462  
San Mateo, California 94401-3814

**13b. Ordering procedures:**

Blanket Purchase Agreements (BPAs),  
for recurring services are encouraged  
when the following ordering procedures  
are followed:

- A. All BPAs should define the services to be provided, delivery, or performance time frames, billing procedures, and individual(s) authorized to purchase under the BPA. The ordering office should establish discounts based on the projected order volume.
- B. State in the RFQ if a single BPA or multiple BPAs will be required and the basis for selecting the contractor to be awarded the BPAs
  - 1. Single BPAs are established when the ordering office can define the tasks to be ordered and determine a FFP, or ceiling price, for individual services or tasks to be performed. Authorized users may place the order directly under the established BPA. The best value contractor should be awarded the BPA.
  - 2. If Multiple BPAs are needed by the ordering office, first determine which contractors are technically qualified before establishing the BPAs. Pricing can be established at this time or at the time the task orders are placed. The contractor that represents the best value should be awarded a BPA.

**Payment Address:**

International Management and  
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Attn: Caroline Brownstone  
181 Second Avenue, Suite 462  
San Mateo, California 94401-3814

**15. Warranty Provision:**

Standard Commercial Warranty

**16. Export Packing Charges:**

Not Applicable

- |   |  |
|---|--|
| <b>17. Terms &amp; Conditions of Government Purchase Card Acceptance:</b>                         | Contact Contract Administrator   |
| <b>18. Terms and Conditions of rental, maintenance, and Repair:</b>                               | Not Applicable   |
| <b>19. Terms and Conditions of installation (if applicable)</b>                                   | Not Applicable   |
| <b>20. Terms and Conditions of repair parts:</b>  | Not Applicable   |
| <b>20a. Terms and Conditions of any other services:</b>   | Not Applicable   |
| <b>21. List of service and distribution points:</b>   | Not Applicable   |
| <b>22. List of participating dealers (if applicable)</b>  | Not Applicable   |
| <b>23. Preventative maintenance (if applicable)</b>   | Not Applicable   |
| <b>24a. Special attributes, such as environmental attributes:</b>                                 | Not Applicable   |
| <b>25. Data Universal Number System (DUNS) Number:</b>  | 96-1811429   |
| <b>26. Notification regarding registration in Central Contractor Registration (CCR) database:</b> | International Management and Marketing Associates is registered in the Central Contractor Registration (CCR) database. |



I.M.M.A. Ltd.

*International Management and Marketing Associates (IMMA Ltd) is an international management consulting firm headquartered in San Mateo, California, with affiliate offices in Warsaw, Poland and Goteborg, Sweden. We offer management consulting services to the United States and international governments, as well as corporate clients within the United States, European Union, Central and Eastern Europe and Eurasia.*

*IMMA provides specialized project management, technical assistance, and management training services for the following industry sectors: Banking, Finance, Small-Medium Enterprise (SME) Development, Women's Entrepreneurship, Media and Technology, and Export Finance and International Trade Operations.*

*IMMA, additionally, is pre-qualified to provide both domestic and international management consulting services to U. S. government agencies as a recipient of GSA/MAS Multiple Award MOBIS (Management Oriented Business Integrated Services) contracts.*