

CAPABILITIES STATEMENT



nikola-network.com

(984) 733-4513

SUPPORT@NIKOLA-NETWORK.COM

Company Overview

Nikola Network is a premier provider of comprehensive business development and marketing solutions, specializing in delivering tailored services to organizations leveraging government funding. Our expertise lies in analyzing initiatives and crafting solutions that address specific audience needs while maximizing project outcomes under government funding.

Core Services

- Small Business Advising
- Budgeting and Projections for small business start-ups
- Content Creation and Social Media management
- System and Process Development
- Website Design
- Operations Management
- Customer Journey and Workflow, from Online Presence to Customer Feedback
- Workshop and Webinar Development



Business Development: Strategic business and project development services, including process optimization, technology integration, and workflow enhancement. Our approach is designed to streamline operations and foster growth, ensuring that your projects align with your goals and the expectations of government funding entities.

Marketing Strategies: Create and execute robust marketing strategies, both online and offline. We offer services such as community awareness campaigns, digital marketing, and traditional advertising, designed to effectively engage your target audience and drive project success.

Solution Development: We specialize in analyzing your initiatives to develop customized solutions. Our solutions encompass detailed processes, systems, and workflows that address your unique needs, ensuring efficient implementation and measurable results.

Key Services

1. *Initiative Analysis:* Thorough assessment of project goals and audience needs to inform strategic planning.
2. *Process and System Development:* Designing and implementing efficient processes and systems to support project objectives.
3. *Community Awareness:* Developing and executing campaigns to enhance community engagement and support for your initiatives.
4. *Marketing Strategies:* Crafting and executing targeted marketing strategies to increase visibility and impact, both online and offline.

Differentiators

- *Tailored Solutions:* Our services are customized to meet the specific requirements of your projects and audience, ensuring relevance and effectiveness.
- *Technology Approach:* We integrate SaaS and qualified third-party platforms to provide a virtual solution that drives automation and success.
- *DEI Eligibility:* **HUB Certified**, Minority Owned, and Women Owned. Representing Black, Hispanic, Native Indian, and Military backgrounds.

Past Performance

- Speaker: NC Dept of Commerce, Women's Business Center of North Carolina
- Caterer: Cree, Shop Local Raleigh
- Business Support: Cocoa Forte Franchise, Fruitbouquets.com
- Mobile Food Services: Cocoa Forte Franchise
- Marketing Services: TMAC
- General Management Consulting: Pullen Boy Hauling and Logistics
- Business Advisor: Central Piedmont Community College

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Codes and Certifications

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| 541611 | General Management Consulting |
| 722320 | Catering Services |
| 541613 | Marketing Services |
| 541618 | Management Consulting |
| 541690 | Technical Consulting |
| 561320 | Temp Help Services |
| 561499 | Business Support |
| 722330 | Mobile Food Service |
| 611430 | Management Development Training |
| 711510 | Guest Speaker |

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