



Washington, DC

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Certifications:



Affiliations:



NAICS Codes:

541611, 541613, 541430, 611430,
541810, 541820, 541830, 541840,
541850, 541860, 541870, 541890,
541910, 512110, 512120, 512191,
512240, 519130, 519190, 541614,
541618, 541990, 561110, 561920,
561990, 926150, 519110, 541430,
541511, 541512, 561210, 541720,
541219, 611699

Core Competencies:

- Procurement Strategy and Compliance
- Contract Management and Vendor Performance
- Business Process Optimization
- Digital Marketing and Brand Strategy
- Training and Development
- Community and Stakeholder Engagement

Differentiators

- 15+ years of federal procurement experience across multiple agencies
- Expertise in both government and small business vendor environments
- Low-overhead, agile consulting model—built for responsiveness and scale
- Story-driven, compliance-ready documentation and training products
- Personalized, relationship-centered support to drive sustainable results

Expertise

Choice Habit LLC offers over 15 years of experience in federal contracting, procurement strategy, and project management. Our certified team has supported agencies and mission-driven organizations by streamlining acquisition processes, improving vendor performance, and delivering compliance-ready solutions. With deep knowledge of federal policies and operational execution, we help clients navigate complexity with clarity and efficiency.

Company Data

- Legal Name: Choice Habit LLC
- Business Type: Woman-Owned Small Business (WOSB) (pending), EDWOSB (pending), Minority-Owned Business
- Established: January 2023
- Location: Washington, DC
- UEI: JWSAZ7LB6LQ3
- CAGE Code: 9JU00
- TIN: 92-1718416

Past Performance

(Available upon request – capabilities demonstrated in federal agencies such as HHS, DOS, DOT, and nonprofit partnerships including CKC: Community Kinship Coalition)

Choice Habit LLC is a dynamic small business based in Washington, DC, specializing in empowering organizations to improve operations and drive sustainable growth. We offer expert consulting, targeted training, and strategic digital marketing to help businesses optimize performance, streamline processes, and build stronger brands. With over 15 years of experience across various industries, including government and private sectors, we provide tailored solutions that enhance efficiency, foster innovation, and support long-term success.

Core Competencies

Strategic Procurement Consulting:

- Optimizing procurement processes, streamlining contract management, and reducing operational costs for private sector clients.

Contract Management & Optimization:

- Specialized in contract negotiations, performance tracking, and vendor management, ensuring timely delivery and cost efficiency.

Risk Management & Compliance:

- Developing customized risk management strategies that address regulatory challenges and ensure compliance in both government and private contracts.

Digital Marketing & Brand Development:

- Offering SEO, social media management, and content creation services to improve online presence and enhance market share.

Business Development & Process Optimization:

- Providing actionable insights for optimizing operations, building stronger vendor relationships, and scaling businesses effectively.

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541613; 541430; 611430

Certifications & Affiliations:



Key Services

Procurement Strategy Consulting:

- We develop and implement efficient procurement strategies that reduce costs and enhance compliance, helping businesses navigate both public and private sector contracts effectively.

Contract Management Optimization:

- We manage contracts end-to-end, ensuring performance, compliance, and risk management, while optimizing vendor relationships for smoother operations and better service delivery.

Business Process Optimization:

- We streamline operations by identifying inefficiencies and implementing solutions that reduce costs, improve productivity, and maximize output across business functions.

Digital Marketing Solutions & Brand Strategy:

- We enhance online visibility and customer engagement through tailored digital marketing strategies, including SEO, social media, and content marketing to strengthen your brand presence.

Community Engagement & Strategic Outreach:

- We design and execute community outreach initiatives that build brand loyalty, foster local support, and enhance corporate reputation, connecting businesses with their communities.

Targeted Training & Development Programs:

- We deliver customized training programs to equip teams with critical skills in areas like project management, procurement, and digital marketing, driving improved performance and goal achievement.

Team Expertise:

Melissa Tyson – Senior Procurement & Management Consultant

- 15 years of experience optimizing contracting processes, improving vendor relationships, and streamlining operations for government and private sector clients.

Joshua Brewer – Senior Project Management Consultant, PMP®

- Expert in project management, Lean Six Sigma, and digital marketing, working to improve business processes, optimize project outcomes, and increase brand visibility.