



## **WBE CERTIFICATION SELF-ASSESSMENT**

Though there are many benefits to being certified, not all businesses are ready to begin the certification process. Take this one-minute self-assessment to determine if your business is ready for certification.

1. Does your target market include government agencies and/or large corporations?

***Mainly it is only corporations and government agencies that request certification. Therefore, you need not get certified as a WBE if this is not your target market.***

2. Does your business have the capacity to provide quality services and/or products on large contracts?

***Corporate and government contracts open to WBEs tend to be larger than the contracts many small businesses are used to fulfilling. Your business must be prepared to deliver on these larger contracts.***

3. Are you willing to divulge proprietary information about your business including start-up investment sources, tax returns, and compensation records?

***Though the certification process is a voluntary analysis of your business, and not intended to be a personal invasion, it may feel like one. The certification committee must analyze proprietary documents in order to determine the eligibility of your business. NOTE: All information and documents submitted about your business are kept completely confidential.***

4. Do you have the time and resources to make WBE certification work for you?

***WBE Certification is a marketing tool and does not entitle your company to corporate and government contracts. Once your business is certified you will need to invest time and energy into developing a marketing campaign that targets corporations and government agencies that need your product or service. Certification will only help you if you have a high quality product or service, with a competitive price, that meets the needs of the targeted corporation or government agency.***

If you answered yes to the questions listed above, then your business is most likely ready for certification.

If you have questions about this self-assessment contact Virginia Uqdah at 312-853-3477, x20 or [vuqdah@wbdc.org](mailto:vuqdah@wbdc.org).

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