

Benefits of using a Minority Business Enterprise

Under the leadership of President & CEO, Andre Thornton, ASW Global is one of the largest minority-owned businesses in Ohio. Currently, ASW Global holds MBE certifications in Northern and South Central Ohio, Chicago, Georgia, California, Alabama and North Carolina.

Corporate Supplier Diversity is sourcing inclusively by locating, qualifying and utilizing diverse firms who offer favorable quality, service and pricing. Utilizing an MBE is a profitable undertaking because it:

- 1. Protects a company's ability to deliver:** Developing a vast base of domestic suppliers safeguards the corporation from sudden market shifts, geo-political developments, and catastrophic disruptions in a supplier's ability to deliver as promised.
 - Lower total cost of ownership due to increased competition – Competition means better service and lower costs
 - Good business sense to inclusively seek out and utilize the best business partners

- 2. Taps domestic growth opportunities:** Minority-owned companies in America's urban centers present opportunities for corporations to strengthen their supplier networks and offer one of the last, untapped growth areas in domestic markets
 - Representation of corporate customer base in supplier base
 - An inclusive supply base increases value and standing with various State and Advocacy agencies
 - An inclusive supply base aligns corporations with their employees and stockholders

- 3. Creates affinities with emerging markets:** Doing business with minority-owned companies improves employment opportunities in minority communities, increasing their purchasing power and, potentially, creating an affinity for a company's brand(s) or products within these fast growing markets.
 - Emerging minority marketplace - Minority population may contribute 44% or as much as 70%, of the total increase of purchasing power from 2000-2045
 - Enhanced corporate image