

U.S. Department of Commerce
Minority Business Development Agency



MBDA's Strategic Direction

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Aligning the Vision and Mission



Strategic Vision:

MBDA's Vision is economic prosperity for all American business enterprises

Mission Statement:

MBDA's Mission is to foster the growth and global competitiveness of U.S. businesses that are minority-owned



Strategic Goal 1



Increase the number of businesses that are minority-owned at the \$1B Level

Action Items for 2010:

- Achieve \$1B in contracts and financings in each region
- Encourage and finalize merger and acquisition deals exceeding \$50M
- Secure **Five** contracts or financings exceeding \$100M for businesses that are minority-owned
- Globalize businesses that are minority-owned through international deal making



Strategic Goal 2



Establish MBDA as the agency of choice for businesses that are minority-owned, policymakers, and the private sector

Action Items for 2010:

- Establish a marketing and outreach plan associated with the MBDA brand
- Establish all MBDA staff as ambassadors to enhance MBDA relationships nationwide
- Complete at least two significant research studies in collaboration with a major think tank



Strategic Goal 3



Implement operational efficiencies throughout MBDA

Action Items for 2010:

- Restructure agency to focus on deals in specific growth industries
- Increase percentage of employees focused on deals
- Enhance level of intellectual capital within MBDA through enhanced training and development
- Develop plan for increased service delivery on a national basis to incorporate support of Commerce and White House initiatives