



NPSource Inc. Capability Statement

CERTIFICATIONS

CAGE CODE: 134Z6

DUNS #:13-865-8768

NAICS CODES

♦ 541611: Mgmt.

Consulting

♦ 541720: Bus Research
& Dev

♦ 541613: Marketing
Consulting & Service
Management

♦ 541910: Market
Research & Opinion
Polling

♦ 611430: Mgmt.
Development &
Training

♦ 923120: Health
Statistics

CONTACT INFO

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Ph.D. in Marketing
M.S. Computer Science
President and CEO

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Core Competencies

NPSource Inc. integrates business theories and industry experience to develop effective, efficient and practical solutions to government's, health care providers', and businesses' needs involving three areas: 1) products and services design, development, and management, 2) programs and customer related research and data analytics, 3) employee training for performance improvement, through the following expertise.

- **Consulting on Marketing Strategy**
 - ♦ Develop Marketing Plan
 - ♦ Conduct Competitor and Industry Analysis
- **Program Research, Planning, and Evaluations**
 - ♦ Needs and Segmentation analysis
 - ♦ Product concept development
 - ♦ Design service encounters
 - ♦ Evaluate program effectiveness and satisfaction
 - ♦ Identify process change and productivity improvement
- **Market Research and Analysis:** Design and conduct studies, analyze scenarios, and create reports relating to mission-oriented business programs or initiatives
- **Executive/Management/Service Providers Coaching and Training:**
 - ♦ Face to Face or online customized training (variety of subjects)
 - ♦ Simulation based training to improve integration of business functions

Differentiators

- **Qualification:** A unique combination of business academia, new product, services design, and research experience to provide theory driven practical solutions that are effective and efficient.
- **Research Capability:** One stop shop for conducting exploratory research to identify opportunities and problems, and conclusive research to identify solutions.
- **Data Analysis Techniques:** Expertise in applying conventional and advanced data analysis tools and techniques to generate information.
- **Training Areas:** Customized training for a variety of areas including core and advanced marketing subjects, research and data analytics, and computer simulation to understand importance of integrating business functions.

Founders' Experience and Qualifications

- **Product Management:** 14 years of new product/services R&D and commercialization experience from idea generation and concept development to life cycle management and brand extension.
- **Data Scientist:** 17 years of research design, survey and data analysis experience.
- **Innovation:** Inventor of 34 patents granted by US Patent and Trademark Office.
- **Healthcare:** 25 years of health care delivery experience.
- **Academics:** Ph.D. in Marketing, MBA, MS Computer Science, MS Physical Therapy and MS Healthcare Informatics coursework.
 - ♦ Business school faculty of Johns Hopkins University, Tulane University, & Temple University. Taught Exec MBA, MBA, & undergraduate courses.
 - ♦ Guided Global MBA student's social entrepreneurship projects for Colorado.
 - ♦ Senior care services, Obesity reduction campaign, Promote STEM education