



## Why do Corporations Seek WBEs?

Providing opportunities for WBEs makes good business sense. WBEs are among the core strategic partners that help corporations excel in their respective industries.

- **Using WBEs as vendors enables organizations to better understand, provide for, and attract women customers.** Diversity suppliers help corporations meet the needs of our diverse customer base and maintain their competitive edge by providing quality products and services that meet specific requirements. Promoting the participation of a diverse supplier base not only provides better business solutions, it also cultivates greater customer loyalty, bidding advantages, and public policy support in the communities they serve.
- **WBEs are needed to win contract awards.** Many companies use WBEs as their vendors to gain major corporate and government contracts. The government and many business customers require many corporations to source from diversity suppliers.
- **Access to a greater supplier choice.** Including WBEs in your supplier base increases the variety of qualified vendors to choose from.
- **WBE partnerships support continuous improvement of products and processes and further its' corporate value-driven culture.** Beyond compliance, supplier diversity promotes innovation and creativity and allows corporations to meet the needs of customers and consumers around the world.
- **Public Relations goals.** In a global environment where diversity has become the driving force for business, doing business with WBEs can create an excellent public relations and marketing opportunity.

### A Few Stats:

- Over 80% of all buying decisions are made by women
- Women are opening businesses at a rate of two times faster than men
- Women-owned firms account for 40% of all privately held firms (Center for Women's Business Research)

**Confidence in awarding contracts to WBEs with WBENC Certification.** You can rely on the authenticity and reliability of WBEs whose certification has been processed with standardized procedures, strictly adhered to by WBENC partner organizations. WBENC uses stringent certification standards that help you to identify bona fide WBEs so you and your buying organizations can accurately report expenditures and utilization rates.

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