Homefront Media LLC

TECUMSEH, OKLAHOMA

CAPABILITY STATEMENT

SBA-certified SDVOSB · VOSB · HUBZone

COMPANY OVERVIEW

Homefront Media LLC is a service-disabled veteran-owned small business in a HUBZone in Tecumseh, Oklahoma. We deliver management consulting, custom software and AI implementation, IT services, outreach and technology training for agencies, prime contractors and organizations of every size. Our owner is a retired U.S. Navy Electronics Technician and experienced systems engineer, and every deliverable is reviewed by hand before it reaches the customer.

CORE COMPETENCIES

Management and Operations Consulting

NAICS 541611

- Process improvement and efficiency reviews
- SOPs, desk guides and continuity binders
- Program and project management support

Custom Software, Apps and AI

NAICS 541511 · 541512

- Custom web and mobile applications
- Dashboards, digital forms and automation
- AI tools with human review of every output
- Section 508 accessible websites

IT Operations, Hosting and Managed Services

NAICS 541513 · 541519 · 518210

- Hosting, cloud infrastructure and data processing
- Microsoft 365 and Google Workspace admin
- Help desk, backups and continuity planning
- Software licensing and devices (reseller)

Financial Records and Accounting Services

NAICS 541219

- Records review and reconciliation
- Bookkeeping cleanup from source documents
- Transaction tracing and discrepancy reports
- Tax preparation support (IRS PTIN)

Outreach, Advertising and Graphic Design

NAICS 541810 · 541430

- Awareness and recruitment campaigns
- Social media and digital advertising
- Logos, print, newsletters, signage and video
- Branded interactive games and events

Data and Technical Consulting

NAICS 541690

- Data cleanup, analysis and reports
- AI readiness and technology assessments
- Technical writing and briefing materials

Technology Training

NAICS 611420

- AI literacy and responsible-use training
- Microsoft 365 and custom tool training
- Cybersecurity awareness and eLearning modules

PAST PERFORMANCE (COMMERCIAL)

Abuelita Rosa's Mexican Restaurant Inc. Shawnee, OK

Forensic financial records review, full operations and systems overhaul, website build, monthly marketing and branded video games.

Vision Construction LLC Shawnee, OK

Operations restructuring, digital field forms, custom project-tracking app.

Martin Property Management & Realty LLC Shawnee, OK

Efficiency review and workflow automation.

T&T Roots Lufkin, TX

Complete website overhauls, logistics review that found and corrected cost deficiencies, a custom AI-integrated content generation app, and print newsletter design.

Additional clients include Pummie Productions Incorporated. References available on request.

CONTRACT SIZES WE SUPPORT

Small

MICRO-PURCHASE < $15K

Website fixes, training workshops, single outreach campaigns, small dashboards.

Medium

SIMPLIFIED < $350K

Custom applications, multi-month campaigns, process studies, managed IT for a field office.

Large

SET-ASIDE · SOLE-SOURCE · TEAMING

Multi-year program support, modernization and enterprise training as prime or subcontractor.

COMPANY DATA

UEI	LXJZZLSUNZL1
CAGE	21H88
SAM	Active
SIZE	Small business
STATUS	SDVOSB · VOSB · HUBZone

NAICS CODES

541611	Management Consulting (Primary)
541511	Custom Computer Programming
541512	Computer Systems Design
541513	Computer Facilities Management
541519	Other Computer Related Services (IT VAR)
518210	Computing Infrastructure and Web Hosting
541219	Other Accounting Services
541430	Graphic Design Services
541690	Other Scientific and Technical Consulting
541810	Advertising Agencies
611420	Computer Training

DIFFERENTIATORS

- Service-disabled veteran-owned and operated
- HUBZone-located, supports HUBZone and SDVOSB goals
- Every deliverable reviewed by hand
- Direct owner involvement on every project
- Scales from micro-purchases to prime team support

WORKING WITH US

- Prime contracts and subcontracts
- Teaming agreements and joint ventures
- Firm-fixed-price deliverables
- Oklahoma based, travel available nationwide

SBA U.S. Small Business Administration — SERVICE-DISABLED VETERAN-OWNED CERTIFIED

SBA U.S. Small Business Administration — VETERAN-OWNED CERTIFIED

SBA U.S. Small Business Administration — HUBZONE CERTIFIED

James Reichenbach, Owner

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