

# Capability

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Specialized Marketing Ltd  
A.K.A. Commercial Design & Furnishings

Commercial Design & Furnishings  
Specialized Marketing Ltd.  
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Expect the Result You Want



## CAPABILITY STATEMENT

Established in 1980, Specialized Marketing Ltd. is a Maryland based corporation. Proudly, we possess a broad client base; local, regional and national. Our long history is testimony to a successful business plan based upon complete customer satisfaction and the use of good accounting and business principles. SML's area of expertise is furniture for every commercial environment. Experience as well as knowledge of ergonomics, ecological concerns and technology help us meet the stringent and sophisticated needs of today's workplace. We will continue to strive to give our clients the highest possible return on each expenditure and make every project of which we are a part, a positive experience as well as a good investment!

## LONG-TERM DEPENDABILITY & STABILITY

- Committed to ethical and honorable business practices
- Proven record of service and performance since incorporated in 1980
- 100% Woman owned and operated
- Outstanding financial history & Status
- Represents over 300 manufacturers

## PRODUCTS

Office & System Furniture. Computer Furniture and Accessory Products. Ergonomic Furniture and Accessories. Library & School Furniture. Conference & Presentation Furnishings. Healthcare Furniture. Filing, High Density Systems and Supplies. Institutional Furnishings. Auditorium & Theater Seating. Carpeting & Floor Coverings. Laboratory and Clean Room Furniture. Custom Furniture & Millwork. Hospitality Furnishings. Lighting & Signage. Outdoor Furniture. Wall Coverings & Window Treatments.

## PROJECT MANAGEMENT & SUPPORT SERVICES

- Plan & Site Evaluation
- Furniture/Systems Inventory
- Tenant Space Planning
- Interior Design

## FURNITURE SERVICE CAPABILITIES

Complete Specification when necessary. Established internal controls on all portions of supply chain functions. Warehousing in numerous locations. Installation and Reconfiguration. Upholstery of panels and seating. Furniture refinishing. Furniture Repair & Reconditioning. Electrostatic and spray coat metal painting. Ergonomic Training (We'll instruct on correct use of furniture). Knowledgeable about the environmental considerations for furniture.

## OFFICE AUTOMATION

- Automated Order Entry and Wireless Payments
- State-of-the-art CAD network utilizing AUTOCAD 2010, Archicad 10, Cap Studio & Giza
- NORSTAR Twenty-Four Hour A Day Message Capability



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# Commercial Design & Furnishings



## What Differentiates Specialized Marketing Ltd from Other Dealerships

SML is an independent dealership. We can represent many manufacturers instead of a few. We have total control of this dealership without the restraints of what is more or less a parent company, which seems to happen when a great deal of ones business comes from one source.

We are proud of our ability to find a means and method of meeting any design or furniture challenge. Research and the ability to catalogue, save and reuse this information have always played a major role in Sml's methodology. It is also our practice to share information, even if this activity does not directly benefit us.

SML is small enough to make internal change, which benefits each of our clients individually. We can and do try and access what will work best for each client in terms of initial contacts, presentation information, paperwork and paper flow, project management, billing and any special needs or requirements which would be nice if it could be done, and then we do it!

Our internal business set up is unique for an office furniture dealership. Each sales representative takes a project from start to finish, using back up when needed, but spearheading every aspect of the project in order to always know exactly what is happening and what is needed. This "hands on" approach means better communication, fewer mistakes, and amazingly a great deal of personal pride, ever growing knowledge about all aspects of the business and involvement in every project, be it big or small. This does not mean there is not immediate and adequate support available for both our sales representatives and clients because there is, however there is solid project by project, purchase order by purchase order management in play at all times. Additionally our support staff is set up to team and multitask. We are divided into Management, Support, and Design & Sales. Outside of design, all of the support staff is equipped and able to gracefully tackle any aspect of any project, be it for the end user or the sales staff or in times of overload, for each other.

SML tries, and generally accomplishes very fast turn-a-round times. We try to have in-house drawings done within twenty-four hours of receipt. Orders are always placed within twenty-four hours of receipt. SML never banks orders unless we have a specific agreement and understanding from our client to do so.

Communication, strong and constant, and a plan to meet inevitable challenges over which SML does not have control, seem to bring most issues into balance. Late shipments, freight damage, sudden changing client needs, weather, traffic, mistakes not of our making and the new, ever present, time consuming security effects are not within our control. However, meeting every challenge with speed, purpose, consistency and a plan have managed to work well for our customers. SML does take responsibility for all of these issues and communicates quickly what is and what has or will be done!

SML still believes, "The client is always right"! Are they always? Of course they aren't, but in the whole scheme of things, if SML chooses to work with them, then it is our mission to do everything in our power to service all of their design, furniture and furnishings needs to the highest level of their needs. If we cannot accomplish this to their satisfaction than we truly do not deserve their business.



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