



Full-Service Creative, Digital & Production | WHEJ Business Solutions, LLC
DBA YouShouldFocus Creative / DBA Focus Wrap Company

CAPABILITY STATEMENT

UEI: KNCFUN8K3U14 CAGE: 197H6 SAM.GOV: ACTIVE SMALL BUSINESS PHILADELPHIA, PA — NATIONWIDE SERVICE

CORE COMPETENCIES

Everything an agency needs to communicate — designed, built, produced, and installed by one registered contractor.

CREATIVE & BRAND

- Branding & identity systems
- Marketing & campaign strategy
- Film & video production (PSAs, training, recruitment)
- Photography & copywriting

DIGITAL

- Web design & development (Section 508 / WCAG 2.1)
- App design & development (UX/UI through deployment)
- Accessibility auditing & 508 remediation

PRODUCTION & INSTALLATION

- Fleet graphics & vehicle wraps (single unit to full fleet)
- Wide-format printing, signage & environmental graphics
- Nationwide installation — all 50 states, documented closeout

+ PROJECT MANAGEMENT

Multi-vendor coordination, milestone reporting, dependable scheduling, and complete closeout documentation on every engagement.

DIFFERENTIATORS

- **Owner-led:** every project is personally overseen by ownership — one accountable point of contact.
- **One contractor:** create, build, produce, and install under a single contract and invoice.
- **15+ years of experience:** with campaigns delivered across the U.S. and internationally.
- **Award-winning creative:** led by an award-winning filmmaker and creative director.
- **Compliance-ready:** Section 508 / WCAG 2.1 digital deliverables; COI available on request.

PAST PERFORMANCE

- **Comfort Detectives:** full brand launch from inception — identity, logo, uniforms, vehicle wraps, and website; client grew from zero to \$200K revenue within 4 months of launch.
- **MAV TV / Farren Racing:** managed \$500K+ annual program budget; designed and produced all team and transporter graphics; marketing, social media, and event coordination.
- **China Airlines:** designed, produced, and installed airport shuttle fleet graphics; coordinated between the airline and its contracted operators with no service disruption.
- **Additional brand experience:** Pepsi, adidas, Amazon, LEGO, New Balance, Fanatics, Pirelli, and Lucas Oil. References available on request.

COMPANY DATA

LEGAL NAME

WHEJ Business Solutions, LLC

DBAS

YouShouldFocus Creative / Focus Wrap Company

UEI

KNCFUN8K3U14

CAGE CODE

197H6

BUSINESS TYPE

Small Business

ACCEPTS

GPC / Purchase Orders / Net Terms

NAICS CODES

- 541430** Graphic Design Services
- 541511** Custom Computer Programming
- 541512** Computer Systems Design
- 541810** Advertising Agencies
- 512110** Motion Picture & Video Prod.
- 339950** Sign Manufacturing
- 541850** Indoor/Outdoor Display Adv.

POINT OF CONTACT

Jace Wade

Owner / Operator

P: 215-840-7406

E: Info@YouShouldFocus.com

W: YouShouldFocus.com

REGISTERED. VERIFIED. READY TO DELIVER.

YouShouldFocus.com | 215-840-7406 | Info@YouShouldFocus.com | Philadelphia, PA — Nationwide Service