



## Seller Success Spotlight: Cube Care Company

Cube Care was founded by Susana Robledo, with the guiding principle: **“Do what you say you are going to do when you say you are going to do it.”** While already the healthcare industry leader in cubicle curtains, the company only recently chose to pursue opportunities in the federal market. Selling on FedBid not only made this new market launch possible—but also successful. Competing in FedBid’s online marketplace increased sales, and made it easy for their customers to reach a dependable contractor and manufacturer.



**“FedBid makes it so efficient for people to bid on products and services. It is becoming a phenomenon. Almost everything is coming through FedBid now.”**

—**Susana Robledo**  
**CEO/Founder**  
**Cube Care Company**

### Challenges:

- Cube Care was unable to locate opportunities outside of the South Florida market.
- Limited staff made it difficult to dedicate resources to finding new opportunities.
- Obtaining information about government contracting was laborious and inefficient.
- Leads were expensive and fruitless.

### Approach:

- In December 2011, a FedBid Market Specialist introduced Robledo to the online marketplace—Cube Care joined FedBid’s Seller community soon after.
- Cube Care’s sales team regularly participates in free FedBid training to maximize marketplace sales potential.
- Sales team members actively update FedBid’s “opportunities filter” to be informed of the best, new sales opportunities.
- Robledo and her team review FedBid email notifications daily to keep up with the latest business opportunities.

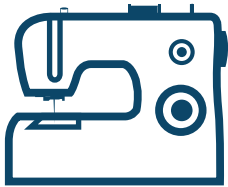
### Results:

- Cube Care used FedBid to launch and expand into the federal government market.
- Within one year, Cube Care’s awards on FedBid consisted of over 85% of the company’s total government sales.
- Pursuing opportunities and sales through FedBid has dramatically increased overall efficiency.
- Cube Care now services customers across the nation.





Cube Care is selling items like:



*“We got a bid invite one day and we thought it was great. We started seeing that we have a very niche market here, but there are so many things going on outside of our area. We started playing with our numbers. We identified how much we could charge to be competitive, but still make sure we know we could make money. We realized we could be very competitive.”*

—**Susana Robledo**  
CEO/Founder, Cube Care Company

#### Snapshot: Cube Care’s Expansion via FedBid

Fourteen years ago, Susana Robledo began a small, home business with one sewing machine purchased from a department store. Within her first year of registering on FedBid, Cube Care’s accounts expanded to include clients in:

- Massachusetts
- West Virginia
- Pennsylvania
- Ohio
- Kansas
- California
- South Dakota
- Minnesota

*“FedBid was our introduction to government contracting. We were not finding opportunities before, and we love the convenience of doing business online. There are only seven of us in the office, so it’s hard for us to seek new business. We were so happy when FedBid found us. We don’t have to change anything; we just have to make sure that we provide a good price to get the job. We understand that pennies and dollars are driving us...FedBid is helping us be the best we can be.”*

—**Susana Robledo**  
CEO/Founder, Cube Care Company

