



# Consider These 2025 Small Business Trends

By SBA Press Office

As we wrap up and reflect on 2024, we look forward to what 2025 holds for small businesses. The outlook is encouraging: According to research, the majority of small business owners are optimistic about America's economy. That optimism, paired with a well-informed small business strategy, could mean plenty of success in the year ahead. When you're formulating your plans for 2025, consider the following trends.

**E-commerce.** Online sales aren't exclusive to the big boxes of the world anymore. In fact, E-commerce currently accounts for a fifth of all retail sales worldwide—a figure that is only expected to grow to 22.6 percent by 2027. If you're not offering your products or services online, you could be missing out on opportunities to grow sales.

**Online marketing.** Likewise, if you're not promoting your brand online, you may not be reaching as many consumers. About 73 percent of small businesses have a website. Also, most

small business owners use social media platforms to build brand awareness and promote products and services. There have never been more ways to connect with prospective customers than there are right now.

**Artificial intelligence.** We've all heard the acronym AI. Aside from being a buzzword of the past few years, AI has real-world implications for small business owners. For example, 53 percent of small businesses now use AI-powered chatbots and virtual assistants for customer service. AI can help businesses streamline processes, limit human error, and enable employees to complete everyday tasks faster and focus on other important aspects of the business. It's no surprise that studies are showing an increase in productivity from companies that implement AI into the workplace.

**Cybersecurity.** In the digital age, data security and privacy remain a top concern for consumers. Small business owners can help prevent cybercrime by keeping staff up to speed on best practices, securing networks, updating software, and using multi-factor authentication.



**Customer experience.** In today's digital world, set yourself apart by prioritizing an interpersonal touch to create a positive experience at every level, from research to point of sale. That could mean greeting everyone who walks through the

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# Sub-Bid Requests

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1984 **40** Years 2024

**SKANSKA**  
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**IS SOLICITING COST PROPOSALS FROM NEW YORK, NEW JERSEY, AND CONNECTICUT DBE SUBCONTRACTORS AND VENDORS**  
**Rehabilitation of Primary Settling Tanks and Ancillary Facilities at North River WRRF NYC DEP Contract No. NR-111 Bid Date: January 14, 2025**

**Description of project:**  
 The scope of work at the North River WRRF includes the replacement of the eight PST sludge collection system mechanisms, rehabilitation of the PST interior concrete structures, and improvements to related PST systems, such as the influent channel motorized slide gates, the primary sludge pumps, scum collection and concentration system, and the grit suspension pumps. The scope also includes replacement of the two SCT collection mechanisms and rehabilitation of the SCT interior concrete structures.

**Many bidding opportunities are available:** CPM scheduling, progress photos, pest control, demolition, spall repair and crack repair, sawcutting, structural concrete, rebar supply and installation, survey, masonry, miscellaneous metals, roofing, doors, mechanical pumps and equipment, HVAC, hazardous material removals, piping, electrical, I&C, office cleaning, trailer rental.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: [Aislinn.Speranza@skanska.com](mailto:Aislinn.Speranza@skanska.com) • EOE/M/F/Vet/Disabled

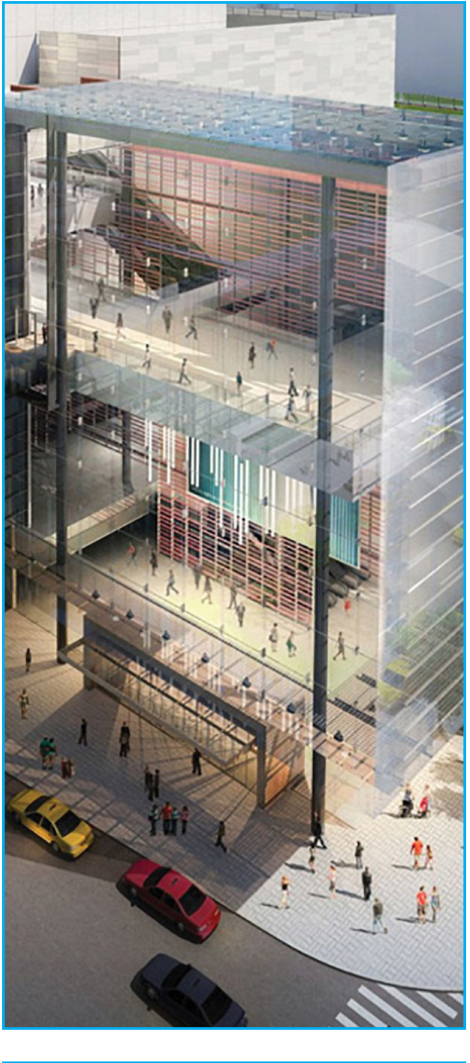
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**IS SOLICITING COST PROPOSALS FROM NEW YORK STATE DBE SUBCONTRACTORS AND VENDORS**  
**Design-Build Services for LIRR West Side Yard Flood Mitigation Measures MTA Construction and Development Contract No. 6401 Bid Date: February 3, 2025**

**Description of project:**  
 Design, furnish, construct, and install concrete perimeter flood walls, seepage cut-off barriers below the concrete flood walls, flood gates, deployable flood barriers, sump pumps, a tide gate chamber, drainage system improvements, workable aisles and a diesel generator, an automatic transfer switch, ancillary electrical equipment, and required communications.

This project will develop flood protection solutions for the West Side Yard in order to prevent and mitigate flooding of the LIRR Tunnels. The flood protection along the WSY perimeter will be accomplished via a combination of permanent flood walls and deployable flood barriers.

**Many bidding opportunities are available:** deep foundations, minipiles, jetgrout, sheeting, rebar installation, concrete supply, site work, electrical work, painting, paving, curb and sidewalk, site utilities.

If you are interested in bidding on this project, please contact Skanska's Diversity and Outreach Coordinator: [Aislinn.Speranza@skanska.com](mailto:Aislinn.Speranza@skanska.com) • EOE/M/F/Vet/Disabled



**Tutor Perini**  
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**IS CURRENTLY SOLICITING COST PROPOSALS FROM QUALIFIED AND CERTIFIED DBE AND SDVOB SUBCONTRACTORS, VENDORS, SERVICE PROVIDERS**  
**Midtown Bus Terminal Replacement Program Construction Services for the Staging and Storage Facility and Ramp Structure Project PANYNJ RFP No. 62272 Bid Date: February 13, 2025**

**Brief description of work:**  
 The project's scope of work includes, but is not limited to, the preparation for construction and the construction of the SSF and associated ramp structure that serves the SSF, underground utility work and relocations, demolition of existing car and bus ramps, and construction of a new temporary ramping system to facilitate and maintain an uninterrupted operation at the existing main terminal. Once the project is completed, the SSF and ramp structure will serve as a temporary terminal for the duration of the existing PABT demolition and construction of the new main terminal. The Port Authority expects zero impacts to all existing operations, inclusive of all city street and tunnel traffic.

**Invitation to Bid for DBE and SDVOB firms**  
 For further information concerning subcontracting and/or purchasing opportunities, and to register as a subcontractor or vendor, please respond to [solicitations@tutorperini.com](mailto:solicitations@tutorperini.com) or contact Arlene McBayne at (914) 739-1908. Come and join our team!

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For more info contact Valerie Voorhies at [vvv@sbeinc.com](mailto:vvv@sbeinc.com)

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**NORTHEAST EVENTS FOR YOUR BUSINESS 2025**

**Federal Contracting: Woman-Owned Small Business (WOSB) Certification Program Webinar Tuesday, January 7, 2025, 1:00 pm–3:00 pm Online**  
 Main Sponsor(s): Urban League of Louisiana Center for Entrepreneurship and Innovation  
 Contact: [SBA.Illinois.District.Office](mailto:SBA.Illinois.District.Office), 504-620-9647, [kfuncan@urbanleague.org](mailto:kfuncan@urbanleague.org)  
 Fee: Free; registration required  
 The Woman-Owned Small Business Federal Contract Program (WOSB Program) is designed to offer a level playing field for women business owners. In this session, learn the benefits of WOSB certification, eligibility requirements, and the certification process. Gain insights on how to best leverage your WOSB certification to access government contracting opportunities. This session will be facilitated by Courtney Elzey, Owner, MCDS, LLC. There is no cost to attend. However, registration is required at <https://www.eventbrite.com/e/get-certified-as-a-woman-owned-small-business-wosb-tickets-1102486580039>

**8(a) Orientation and SAM Registration Webinar Wednesday, January 15, 2025, 10:30 am–12:00 pm Online**  
 Main Sponsor(s): US Small Business Administration  
 Contact: [SBA.Illinois.District.Office](mailto:SBA.Illinois.District.Office), 312-353-4528, [illinois.do@sba.gov](mailto:illinois.do@sba.gov)  
 Fee: Free; registration required  
 Join the Small Business Administration (SBA)

Illinois District Office for a virtual workshop providing an overview of the 8(a) Business Development program, eligibility requirements, and program benefits. Also learn how to increase your potential for federal contract opportunities through System for Award Management (SAM) registration, including information that you need for the registration process. SBA presenters will offer additional tips, address FAQs, give directions on where to get further assistance, and answer your other questions. To register for this free webinar, <https://www.eventbrite.com/e/basics-of-sbas-8a-business-development-orientation-and-sam-registration-tickets-103009944167>

**Selling to the Federal Government Webinar Thursday, January 23, 2025, 1:00 pm–4:00 pm Online**  
 Main Sponsor(s): US Small Business Administration  
 Contact: [George.Tapia](mailto:George.Tapia), 610-382-3086, [george.tapia@sba.gov](mailto:george.tapia@sba.gov)  
 Fee: Free; registration required  
 Did you know that the federal government is the largest purchaser of goods and services in the world? Interested in learning how your business can market your services or goods to the federal government? Register online at <https://www.eventbrite.com/e/how-to-sell-to-the-federal-government-tickets-21790713611> SBA helps to ensure small businesses get fair opportunities to share federal government prime contracts. Topics will include: How to Register, Small Business Certifications, Finding Opportunities, Marketing Your Firm, Federal Supply Schedules, Getting Paid, Tips to Prepare Your Offer, How to Seek Additional Assistance. All training sessions are held via Microsoft Teams Meeting.

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