O'LAYAH LLC

Woman-Owned Small Business — Retail & Supply Solutions

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COMPANY IDENTIFIERS

Legal Business Name	O'layah LLC
UEI	KWHGLBMSYSA5
CAGE Code	9QYM0
NAICS Codes	456199, 455219, 456191, 458110, 459999 *Recommended additions — office supplies: 424120, 453210, 424110; uniforms/scrubs: 424320, 424330; janitorial supplies: 424690; medical/surgical supplies: 423450; mailing/packaging paper: 424130; misc. nondurable wholesale: 424990; fragrance & essential oils wholesale: 424210; fuel (future): 424720, 457210; real estate (future): 531210, 531120*
Business Size / Type	Small Business
Socioeconomic Status	Woman-Owned Small Business *(SBA WOSB & NYC M/WBE certifications in progress)*
Year Established	2019

CORE COMPETENCIES

- Multi-category retail — apparel, general merchandise, health & personal care products
- Uniforms & scrubs for hospitals, clinics, and healthcare facilities
- Janitorial & sanitation supplies for institutional buyers
- Disposable medical & surgical supplies — gloves, needles, and procedure essentials
- Office, stationery & mailing supplies — pens, paper, envelopes, and mailroom essentials (wholesale & retail)
- Fragrance & essential oils — wholesale distribution
- E-commerce operations with nationwide order fulfillment

BUSINESS APPROACH

- **Agile fulfillment** — fast quoting, flexible order quantities, and responsive delivery timelines tailored to each contract
- **Direct owner engagement** — a single point of contact from quote through delivery, no layers or handoffs
- **Scalable systems** — established e-commerce infrastructure for order management, tracking, and customer service

DIFFERENTIATORS

- Woman-owned small business with proven retail and e-commerce operations since 2019
- Multi-category sourcing capability spanning all registered NAICS codes — one vendor, multiple supply needs
- Lean operations enabling competitive pricing and quick turnaround
- Direct accountability — clients work with the owner, not a sales rep

ECONOMIC IMPACT & SUPPORT

- Brooklyn-based small business contributing to the New York City local economy
- Supports supplier diversity goals for federal and municipal contracting
- Committed to community economic growth through local sourcing where possible

PAST PERFORMANCE

- Commercial retail via olayah.com since 2019 — multi-category product sales with nationwide order fulfillment
- E-commerce and marketing services for HerbOrganicOils — custom order platform development, promotional media production, and bulk custom-order fulfillment
- New to federal contracting — actively pursuing first government opportunities