

RCO-NCR OSBP

Market Research



28 June 2016



Overview

- Introduction
- Market Research
- Policy
 - FAR Part 10
 - DFARS 210
 - Contract File – template
- Regulations
 - FAR
 - DFARS
 - MAPS
 - CMPG
- Market Research on MCINCR-RCO website



Introduction

Presenter – Mae Mathieu

Title – Deputy for Small Business Programs

Credentials –

Masters - Naval Postgraduate School

DAWIA III certified in CP 14

Professor - Florida Institute of Technology

20+ years in Procurement/Contracting



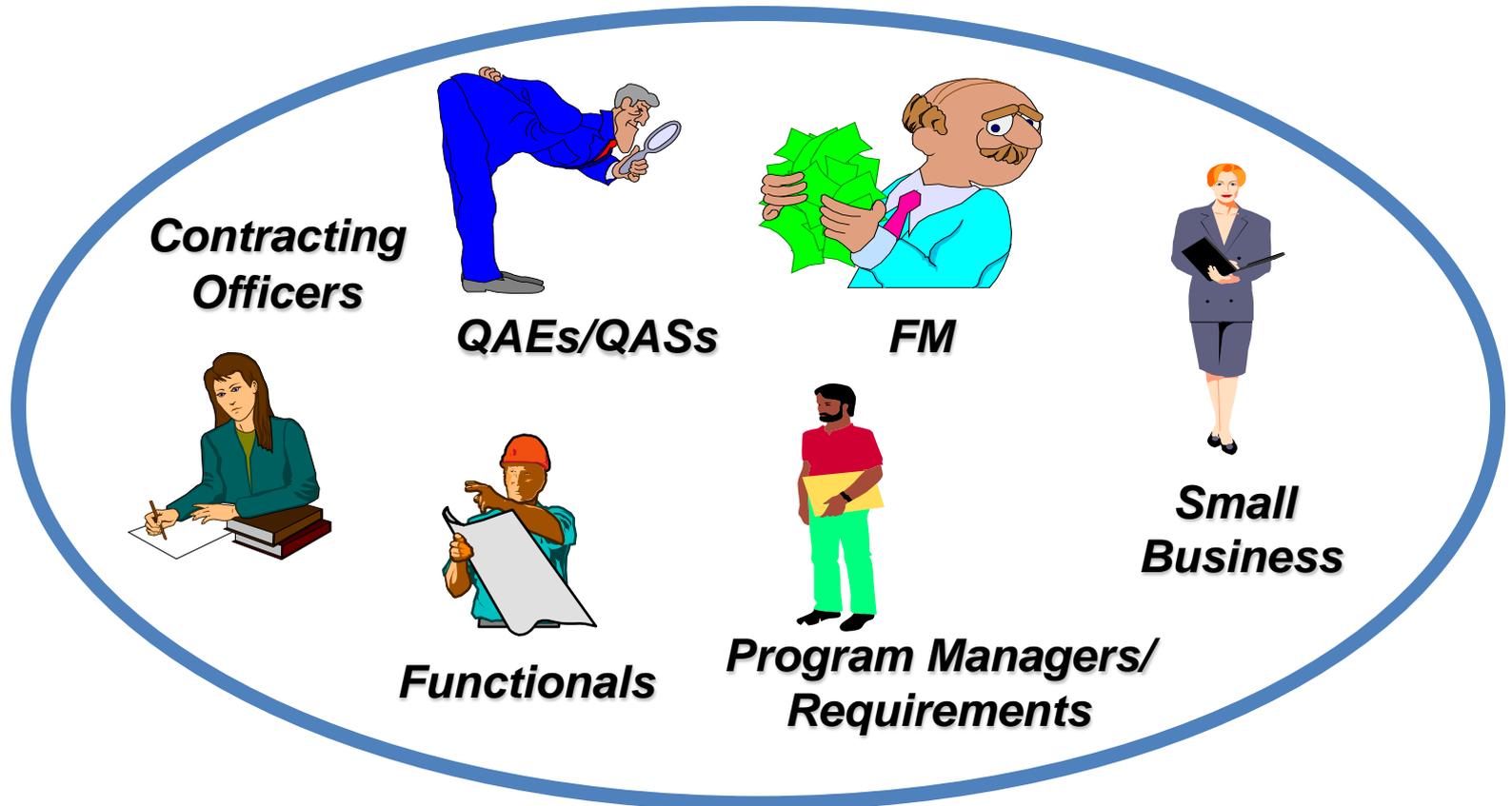
Introduction to Market Research

Market Research means collecting and analyzing information about capabilities within the market to satisfy agency needs. (*FAR Part 2*)

Agency Needs – agencies shall specify needs using market research in manner designed to – (*FAR Part 11*)

- 1) promote full & open competition or to the maximum extent practicable use SAP (FAR 13)
 - 2) ensure acquisition officials state need in terms of
 - A. Functions to be performed
 - B. Performance required
 - C. Essential physical characteristics
-

Who Does Market Research?





Market Research

Mandated by Law and Regulation

- FAR 10 – Required for ALL Acquisitions
To arrive at the most suitable approach to acquire, distribute, and support supply and service needs.
- DFARS 210 – further defines Market Research
To conduct Market Research appropriate to the circumstances before:
 - ✓ Soliciting offers for acquisitions that could lead to consolidations requirements as defined in 207.170-2
 - ✓ Issuing a solicitation with tiered evaluation of offers

RESULTS: Use Market Research to determine if criteria in FAR Part 19 are met for setting aside acquisition for small business or task/delivery order or enough small businesses available to justify limiting competition.



RCO-NCR Market Research

Peer Reviews will validate that the appropriate Market Research has been conducted to validate a sole source or limited source competition requirement is appropriate.

Services – when contracting for services, see market research report guide for improving the tradecraft in services acquisition at PGI 210.070



Roles and Responsibilities

Requiring Activity

- Define the need/ Define the requirement
- Initiate Market Research
- Write documents required, include Market Research
- Assist in the edification of documents as they mature
- Receive approved/award document(s)

Contracting Office

- Receive pre-award documents
- Review, edit and update documents
- Interface with Small Business Program Specialist and industry
- Process for Legal Counsel approval
- Obtain Contracting Officer signature/approval
- Obtain ADC, I&L (Contracts) approval if applicable



Resources for Market Research

- Previous Mkt Research
- FEDBIZOPPS.GOV
- Contract directory.gov
- Vendor Listings (SAM.GOV, CCR.GOV, Thomasnet.gov)
- Catalogs, online prices (verify source document in template)
- Trade Shows/Trade Journals
- Published Market Research Reports
- Subject Matter Experts (SMEs)
- Industry Day - Draft RFP
- Coworkers - Small Business Program Specialist
- Seaport Contracts
- Government Wide Acquisition Contracts (GWAC)
- Sources Sought Synopsis / RFI*

* INSTRUCTIONS FOR WRITING A SOURCES SOUGHT ANNOUNCEMENT



Sources Sought / RFI

When to Use:

A Sources Sought Announcement should be used when MCINCR-RCO has a defined requirement and you need to determine if there are companies with capability to do the work.

Sources Sought announcements are posted by MCINCR-RCO to <http://FBO.GOV>

When not to Use:

A Request For Information (RFI) is used when RCO does not have a defined requirement and you are looking for solutions from industry to help you develop your requirement.

Request for Information is posted by MCINCR-RCO to <http://FBO.GOV>



SAP Market Research Report

SIMPLIFIED ACQUISITION PROCEDURES (IGCE \$150K or Less) MARKET RESEARCH REPORT

A Market Research Report documents market research in a manner appropriate to the size, complexity, and urgency of an acquisition. In consultation with the Contracting Officer, the following template shall be completed for simplified acquisition procedures only.

*****Remove ALL guidance language in the final document.*****

1. Description of Requirement:
2. Recommended NAICS Code(s):
3. Estimated Contract Value (including options):
4. Purchase Request Number (PR):
5. In accordance with FAR Part 10, market research has been conducted for this acquisition by *(Identify all involved by name, title, and organization)*:

Name	Title	Organization



SAP Market Research Report

6. The following techniques were used (*Complete all that apply*):

RESEARCH TYPE	ADDITIONAL INFORMATION
a) Personal knowledge in procuring supplies/services of this type	Brief History:
b) Contact with knowledgeable persons in Government and industry regarding the commercial nature of this requirement and standard industry practices in this area of supply/services.	Identify those contacted (name and title) and date or timeframe of contact:
c) Review of recent market research results for similar or identical supplies/services. (Contract history). If this method is used, need to document the method and results of previous market research.	Contract File(s) Number:
d) Review of online resources/databases	Identify online resources/databases and when reviewed:
e) Review of existing Government-wide Acquisition Contracts (GWAC). (GSA, SEWP, NITAAC, DoD ESI, etc.)	Identify GWACs reviewed:



SAP Market Research Report

1. Description of Requirement:
2. Recommended NAICS Code(s):
3. Estimated Contract Value (including options):
4. Purchase Request Number (PR):
5. In accordance with FAR Part 10, market research has been conducted for this acquisition by (Identify all involved by name, title, and organization)
6. The following techniques were used (Complete all that apply): Research Type/Additional Information
7. Based on the results of the above research, the following potential sources were identified:
8. Discuss and explain the potential for Small Business participation in this acquisition:

Determination and Proposed Procurement Method

Signed: _____

Date: _____

Contracting Officer



SAP Market Research Report

Market Analysis Summary:

- *Provide market research summary and conclusions: (Summary and conclusions should be based on the findings within this report.)*
-
-
-

7. Based on the results of the above research, the following potential sources were identified:

Contractor Name	Business Category	Vehicle Type



SAP Market Research Report

8. Discuss and explain the potential for Small Business participation in this acquisition:
Per FAR 13.003 acquisitions of supplies or services that have an anticipated dollar value exceeding \$3,000 but not exceeding \$150,000 are reserved exclusively for small business concerns and shall be set aside.

- Two or more small businesses have been identified that can fulfill this requirement.
- There is one small business (___sole source __8(a)) that can fulfill this requirement.
- There are no small business that can fulfill this requirement.

Name/Title/Office of Requestor

Date

Determination and Procurement Method (*Sample language, tailor as needed*)

Determination and Proposed Procurement Method

Signed: _____
Contracting Officer

Date: _____



SAP Market Research Report

Determination and Procurement Method (*Sample language, tailor as needed*)

(Sample language, tailor as needed)

Based upon the market research conducted and the resulting analysis, adequate sources of supply for small business concerns were obtained and after reviewing the agency goals for small business concerns, the data supports setting aside the procurement to (**insert the socio-economic small business**). This market research information is not more than 6 months old.

Signed: _____

Date: _____

Contracting Officer

Or

Based on the market research conducted, no two or more small businesses in any of the targeted socio-economic groups were identified and appeared capable of performing the requirement. In addition, no small business in any of the targeted socio-economic groups appeared to qualify for a sole source procurement. Therefore it is anticipated that all sources (large and small businesses) will be solicited for this requirement using competitive procedures. This market research information is not more than 6 months old.

Signed: _____

Date: _____

Contracting Officer



Market Research Document

- I. Requirement Information**
 - A. Procurement History
 - B. Requirement Description
- II. Market Research**
 - A. Authority
 - B. Market Research Techniques and Sources
- III. Results of any Sources Sought/RFI data obtained**
- IV. Describe Commercial Marketplace and Prevalent Business Practices**
- V. Consideration of Small Business Opportunities**
- VI. Identify Sources to fulfill the Requirement**
- VII. Market Analysis Summary**
- VIII. KO Review and Summarization of the Independent Market**
- IX. Conclusion and Recommended Procurement Method**
Signature



Market Research Document

A Market Research Report documents market research in a manner appropriate to the size, complexity, and urgency of an acquisition. In consultation with the Contracting Officer, the following template can be tailored to a requirement's market research needs. Use only those sections applicable to your requirement. If a section is not applicable, it should be removed.

Market research must be conducted for all acquisitions (reference FAR Part 10 and DFARS Part 210) to determine capabilities available in the commercial marketplace, obtain information from industry to determine whether or not small business capability exists, and determine potential contract vehicles available to meet the needs of the requirement. A sources sought notice is an ideal method of gathering feedback from the marketplace and can be administered through the Contracting Office. All avenues of research must be explored before selecting an existing contract. If the market research supports the use of an existing contract, the report must fully document all avenues explored before reaching this conclusion.

*****Remove all Red guidance language in the final document.*****

MARKET RESEARCH REPORT

For

(Requirement Name)

(Mission Partner)



Market Research Document

I. Requirement Information

Program Office & other stakeholders involved in Market Research effort:

Name	Title	Office	Telephone	Role
	Program Official			
	Contracting Officer			
	Contract Specialist			

- Time frame in which the market research was conducted:
- Estimated Value: (*\$ value including all options*)
- Period of Performance:



Market Research Document

I. Requirement Information – Stakeholders, Value, Period of Performance

A. Procurement History

Provide a short narrative to discuss the procurement history and answer the following questions:

- *Is this a new requirement or a follow-on?*
 - o *If follow-on, provide the listed information for all previous efforts:*
 - *contractor name and business size*
 - *contract number and dollar value*
 - *contract period of performance*
 - *method of acquisition (full & open, SB Set-aside, GSA)*
- *Discuss if you are consolidating or bundling task orders or contracts for this new procurement?*
- *Discuss if there is an organizational conflict of interest.*



Market Research Document

- I. Requirement Information** – Stakeholders, Value, Period of Performance
- B. Requirement Description – *Include a description of the supply or services that will be addressed by this market research report and answer the following questions:*
- 1. What are the components or elements of the supply or service?*
 - 2. Are there unique requirements?*
 - 3. (For services) - What are the critical performance requirements which the service must meet?*
 - 4. How does industry sell the service and are the requirements written in those terms?*



Market Research Document

II. Market Research

A. Authority

Market research is required in accordance with:

FAR 7.102, Acquisition Planning Policy

FAR 7.103(u)(1) and (2), Agency-Head Responsibilities

FAR 10.001, Market Research Policy

FAR 19.202-2, Locating Small Business Sources

DFARS 210.001, Market Research Policy

B. Market Research Techniques and Sources

Provide a check mark in the first column if you used this method of market research. Describe techniques and sources used during market research. Limit your comments to brief statements. If necessary, work with your Contract Specialist and/or Contracting Officer to assist with filling this section out. Provide additional details under “Market Analysis Summary”.



Market Research Document

II.

B. Market Research Techniques and Sources – document what you used

III. **Results** – Sources Sought, RFI, and any data obtained (even negative research)

IV. **Commercial Marketplace and Prevalent Business Practices**

V. **Consideration of Small Business Opportunities**



B. Market Research Techniques and Sources

✓ If part of research	SOURCES USED IN MARKET RESEARCH	Details of Research/Comments
	Acquisition history reviewed	
	Other recent market research reviewed	
	Interviewed knowledgeable individuals in industry/Government	
	Participated/Attended Tradeshows and Industry Conferences	
	Professional Journals, Catalog and/or Product Literature reviewed	
	Participated in DoD Small Business Industry Outreach Sessions	
	Reviewed existing DoD Multiple-Award Contract Vehicles and Other Government-Wide Acquisition Contracts (GWACs)	
	Sources Sought/Requests for Information (RFI)	
	Pre-solicitation and/or Pre-Proposal Conferences	
	Existing intra-/inter-agency contract vehicles; Interagency Contract Directory (ICD) at: https://www.contractdirectory.gov/contractdirectory	
	Federal Supply Schedules http://www.gsa.gov/schedules	
	System for Award Management (SAM) Search at: https://www.sam.gov/portal/public/SAM/	
	SBA Dynamic Small Business Database at: http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm in accordance with DARS 210.001	
✓ If part of research	PRIORITY SOURCES REVIEWED IAW FAR	Details of Research/Comments
	Federal Prison Industries http://www.unicor.gov/	
	Procurement List maintained by the Committee for Purchase from People who are Blind or Severely Disabled (AbilityOne) http://www.abilityone.gov/index.html	



Market Research Document

V. Consideration of Small Business Opportunities

VI. Identify Sources to fulfill the Requirement

Vendor Name/CAGE Code	Business Category	Vehicles Available

VII. Market Analysis Summary

VIII. KO Review and Summarization of the Independent Market

IX. Conclusion and Recommended Procurement Method

Signature



RCO/NCR Responsibilities

Topic: Utilization of Small Business Programs

Discussion: Government policy to provide maximum practicable opportunities in its acquisitions to small businesses. The Navy and the Marine Corps are evaluated on making established goals. The FY15 Small Business Goals are:

- Small Business (SB) 26%
- Historically-Underutilized Business Zone (HUBZone) 1%
- Small Disadvantaged Business (SDB)/8(a) 15%
- Woman-Owned Small Business (WOSB) 5%
- Service-Disabled Vet-Owned (SDVOSB) 9%

Ref: 15 U.S.C. 631 Small Business Act / FAR Part 19/DFARS 219



RCO/NCR Responsibilities

Topic: Utilization of Small Business Programs direct awards

- Small Business (SB) 26%
- Small Disadvantaged Business (SDB)/8(a) 15%
 - FAR 18.114 – sole source awards allowed
 - FAR 19.8 – sole source or competitive (preferred)
- Service-Disabled Vet-Owned (SDVOSB) 9%
 - FAR 18.116 - sole source awards allowed
 - FAR 19.4 – can award < \$6.0M in manufacturing NAICS
- Women-Owned Small Business (WOSB) 5%
 - FAR 19.1505 – sole source awards allowed
- Historically-Underutilized Business Zone (HUBZone) 1%
 - FAR 18.115 – sole source awards allowed
 - FAR 19.13 – can award < \$6.5M in manufacturing NAICS
 - FAR 19.13 – can award < \$4.0M outside mfrg NAICS



Market Research

Training and Resources

- DAU.GOV – online
 - CLC 004 Market Research - 3 CLPs
 - CLE 028 Market Research for Engineering and Technical Personnel – 4 CLPs
- DoD Market Research Guide
- Small Business Administration – sba.gov
- RCO-NCR Template(s)



Conclusion/Take-Away

- Document your Market Research
- Know Policies and Regulations
- Provide Template or direct to website.
- Refer requiring activity to PPQM.
- Work as a team
- Include on RCO/NCR Market Research Report



Dynamic Small Business Search

http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm

Marine Corps Base Quantico >... SBA - Dynamic Small Busin... x

Skip Navigation Accessibility Options
Mobile View Print Exit Help
DSBS Quick Market Search TM OnLine

Ready

Welcome to the Dynamic Small Business Search

All search form hotlinks open a new browser window.
All form fields that require typing in data have "tooltips" with data format information.

NEW FEATURES FOR MOBILE USERS:
Phone number hotlinks can be used to dial the number on mobile phones.
Address hotlinks can be used to show the address in Google Maps.

This is generally a self-certifying database. The SBA does not make any representation as to the accuracy of any of the data included, other than certifications relating to 8(a) Business Development, HUBZone or Small Disadvantaged Business status. The SBA strongly recommends that contracting officers diligently review a bidder's small business self-certification before awarding a contract.

Location of Profile

States: (any state)
AL - Alabama
AK - Alaska
AA - American Atlantic (APO/FPO)
AE - American Europe (APO/FPO)
AP - American Pacific (APO/FPO)
AS - American Samoa
AZ - Arizona
AR - Arkansas
CA - California

Searching within a State:
(Requires exactly one state from the State list at left.)

Congressional District: [Help](#)

County: Select 1 State, then press Lookup [Lookup Help](#)

[\(How to make multiple selections.\)](#)

Area Code or Phone Number Initial Fragment
 Metropolitan Statistical Area [Help](#)
 SBA Servicing Office [Help](#)
 Zip Code or Zip Code Initial Fragment

Government Certifications

8(a) Certified or 8(a) Joint Venture:

- Required (Active Certifications only)
- Required (Active Certifications and Previously Certified)
- Required (Previously Certified only)
- Not Required

Small Disadvantaged Business:

- Required (Active Certifications only)
- Required (Active Certifications and Previously Certified)
- Required (Previously Certified only)
- Not Required

HUBZone Certification:

- Required (Active Certifications only)
- Required (Active Certifications and Previously Certified)
- Required (Previously Certified only)
- Not Required

The SBA's 8(a), HUBZone and SDB certifications are also made available to external software via: [SBSS Public Web Services](#).

Last modified: 07/13/2004 12:00:00 AM

> FirstGov > E-Gov > Regulations.gov > White House
* Privacy & Security * Information Quality * FOIA * No Fear Act * ADA

SBA Processing: 0.185 seconds Version: SBSS 8.1.1
Session timeout in 57 minutes



http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm

Ownership and Self-Certifications

- Any Minority Owned:
 - Any Native American Owned:
 - Tribally Owned
 - Alaskan Native Corp (ANC) Owned
 - Native Hawaiian Org (NHO) Owned
 - Other Native American
 - Other Minority Owned
- Community Development Corporation (CDC) Owned
- Self-Certified Small Disadvantaged Business
- Service Disabled Veteran Owned
- Veteran Owned (Including Service Disabled Veteran Owned)
- Any Women-Owned Small Business: ([search help](#))
 - Women-Owned Small Business under the Women-Owned Small Business Program ([more information](#))
 - Economically Disadvantaged Women-Owned Small Business under the Women-Owned Small Business Program
 - Women-Owned Small Business Joint Venture
 - Economically Disadvantaged Women-Owned Small Business Joint Venture

(To start over in this section, if you like, you can use this hotlink: [Clear These Checkboxes](#))

Specific Nature of Business

NAICS Codes: Any All (slower) [Help](#)

"Buy Green" NAICS Codes: Any All (slower) [Help](#)

Keywords: Any All (slower) [Help](#)

General Nature of Business

Manufacturing Construction Research & Development Services

Minimum Acceptable Bonding Levels

Construction Bonding Level (per contract)

Construction Bonding Level (aggregate)

Service Bonding Level (per contract)

Service Bonding Level (aggregate)

Quality Assurance Standards

ANSI/ASQC Z1.4 ISO-9000 Series ISO 10012-1 MIL-Q-9858 MIL-STD-45662A

NAICS Code Search

Navigation: [FirstGov](#) > [E-Gov](#) > [Regulations.gov](#) > [White House](#)

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Dynamic Small Business Search

http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm

Marine Corps Base Quantico >... SBA - Dynamic Small Busin... X

Skip Navigation Accessibility Options
Mobile View Print Exit Help
DSBS Quick Market Search TM OnLine

Ready

Welcome to the Dynamic Small Business Search

Service Bonding Level (aggregate)

Quality Assurance Standards
 ANSI/ASQC Z1.4 ISO-9000 Series ISO 10012-1 MIL-Q-9858 MIL-STD-45662A

Size
 At least No more than
Employees and/or Annual Gross Revenue

Capabilities
Accepts Government Credit Card? Required Not Required
GSA Advantage Contract? Required Not Required
Exporter? Yes Wants to Be Either Not Required
 Has an Export Profile in TM OnLine (*)

(*) To search the contents of "Export Profiles", use the DSBS-affiliated [Trade Mission Online Search](#) ("TM OnLine").

Searching for a specific profile
CAGE Code: [Help](#)
DUNS Numbers: [Help](#)
8(a) Case Number: [8\(a\) Case #](#)

(Note: Searching by name is slower than other criteria.)
Company Name or Trade Name:
 Do "sounds like" matching
 Do "first letters" matching
 Do "contains" matching

Profile Status
Last Updated
 On or before On or after

Status
 Active (default)
 Expired Registration in SAM
 Not Fully Registered in SAM

← Quality Standards

Last modified: 07/13/2004 12:00:00 AM
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* Privacy & Security * Information Quality * FOIA * No Fear Act * ADA
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Session timeout in 47 minutes.



Open Discussion

