



**U.S. Small Business
Administration**



U.S. Small Business
Administration

Market Research

Hosts

**Charles Mason, Procurement Center Representative
SBA Office of Government Contracting, Area IV,
Omaha, NE**

**Steven Szalo, Procurement Center Representative
SBA Office of Government Contracting, Area IV,
Rock Island, IL**

Welcome to “SBA Virtual Learning 2021”

1. Questions answered during the final 10 minutes.
2. Technical problems: Contact your IT admin who manages Teams settings for your organization.
3. Captioning available for this presentation.
4. We cover the “**SBA Quick Reference**” as time allows.
5. For more SBA training visit the SBA Learning Center website <https://www.sba.gov/tools/sba-learning-center/search/training>

Association of Procurement Technical Assistance Centers (APTAC)

Procurement Technical Assistance Centers are a vital resource partner.

- APTAC posts past “First Wednesday” programming at this link: <http://www.aptac-us.org/for-contracting-officers-sba-webinar-library/>
- Contracting officer resources: “How PTACs partner with federal agencies”: <http://www.aptac-us.org/federal-partners/>
- Find your nearest Procurement Technical Assistance Center at <http://www.aptac-us.org>

Small Business Administration YouTube Page

SBA YouTube page posts past “First Wednesday” programming at links below.

- October 6, 2021 – 8(a) Program Updates: <https://youtu.be/yNQ4u-Ha9Go>
- November 3, 2021 – Non-Manufacture Rule (NMR): <https://youtu.be/QnN2XvlaupQ>
- December 1, 2021 – Releasing Requirements from 8(a): <https://youtu.be/htkYbkajS4o>
- January 5, 2022 – Category Management Part 1: <https://youtu.be/JJ-OyTlT3HM>
- February 2, 2022 – Category Management Part 2: <https://youtu.be/tRw0yVR5fBA>
- March 2, 2022 – Market Research:
- April 6, 2022 – All Small Mentor Protégé Program:
- May 4, 2022 – ESRS System:
- Jun 1, 2022 – Legislature and Regulatory Updates:
- July 6, 2022 – Women Owned Small Business Program:
- August 3, 2022 – HUBZone Program:

FIRST WEDNESDAY VIRTUAL LEARNING SERIES

FY 2022 SCHEDULE

1:00 to 2:00 PM Central Time

FY 2022	Date	Topic
1	October 6, 2021	8(a) Business Development Program Updates
2	November 3, 2021	Non-Manufacturing Rule (NMR)
3	December 1, 2021	Releasing Requirements from 8(a) Business Development Program
4	January 5, 2022	Part I: Category Management: Policy Considerations and Flexibilities and Small Business Utilization
5	February 2, 2022	Part 2: Category Management: Increasing Small Business Participation Through Subcontracting and Legal Obligations
6	March 2, 2022	Market Research
7	April 6, 2022	All Small Mentor Protégé Program
8	May 4, 2022	Electronic Subcontracting Reporting System (ESRS)
9	June 1, 2022	Legislature and Regulatory Updates
10	July 6, 2022	Women-Owned Small Business Program
11	August 3, 2022	HUBZone Program

The program schedule is for information only and is subject to change.

One Continuous Learning Point

- Self-service: Using the PowerPoint that was sent with your invitation for this training event, fill in your name on the certificate slide and save. Download the certificate and print for your records. You submit your request for training credit IAW your agency policy, i.e. FAITAS.
- If you listen in groups and you want all attendees to be included on the future mailing list, send email addresses of participants in an excel document to sbalearning@sba.gov.

“SBA Sponsored Q&A with the Defense Acquisition University (DAU) 2022”

This Certificate is awarded to

Insert Your Name Here

For completion of

DAU Q&A and New Certification Process

This training seminar may be credited towards “Continuous Learning Points” as described in OFPP Policy Letter 05-01. Recommendation of One CLP.



Pamela J. Beavers
Director, Area IV
SBA Office of Government Contracting

3/28/2022

DATE

Today's Speaker(s)

Michael Baltzgar
Procurement Center Representative, Area II
Office of Government Contracting
U.S. Small Business Administration

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Office of Government Contracting
Area II, Washington, DC**

MIKE BALTZGAR, SKC, USCG (RET)

Procurement Analyst
Procurement Center Representative (PCR)

(202)821-8180
michael.baltzgar@sba.gov

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MARKET RESEARCH

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Market Research is a tool used to determine what is available in the market to meet a specific need in order to meet your organizational goals and objectives and determine the terms and conditions customarily used in the commercial market for the item or service being procured.

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The purpose of this training is to provide contracting and technical personnel with the tools for conducting effective market research and provide specific guidance in the area of various day to day market research issues related to conducting market research, locating sources and types of information, contract file documentation, commercial or non-developmental items, and tailored solicitation/contract terms and conditions.

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Authority

Market research is required in accordance with:

- FAR 7.102(a), Acquisition Planning Policy
- FAR 10.001, Market Research Policy
- FAR Subpart 12.202
- FAR Subpart 19.000

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FAR 7.102(a), Acquisition Planning Policy

(a) Agencies shall perform acquisition planning and conduct market research for all acquisitions.

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FAR 10.001, Market Research Policy

Prescribes policies and procedures for conducting market research to arrive at the most suitable approach to acquiring, distributing, and supporting supplies and services. This part implements the requirements of 41 U.S.C. 3306(a)(1), 41 U.S.C. 3307, 10 U.S.C. 2377, and 6 U.S.C. 796.

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FAR Subpart 12.202(a)

Market research is an essential element of building an effective strategy for the acquisition of commercial items and establishes the foundation for the agency description of need, the solicitation, and resulting contract.

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FAR Subpart 19.000

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Acquisition Planning

“Preparation equals Performance”

Admiral James M. Loy
Commandant, US Coast Guard
(1998-2002)

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Acquisition Planning

Who participates in Acquisition Planning?

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Acquisition Planning

Who participates in Acquisition Planning?

The Customer/Program Managers/End Users
Contracting Personnel

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Acquisition Planning

What is the purpose of Acquisition Planning?

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Acquisition Planning

It is important to understand that acquisition planning is essential to meeting the goals and mission for the agency.

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Acquisition Planning

It is important to understand that acquisition planning is essential to meeting the goals and mission for the agency.

Understand and Develop the requirement or need (statement of need (SON) can and should be drafted)

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Acquisition Planning

It is important to understand that acquisition planning is essential to meeting the goals and mission for the agency.

Understand and Develop the requirement or need (statement of need (SON) can and should be drafted)

Meet with stakeholders to develop the sources sought or request for information

Determine Contract Type

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Acquisition Planning

It is important to understand that acquisition planning is essential to meeting the goals and mission for the agency.

Understand and Develop the requirement or need (statement of need (SON) can and should be drafted – see **FAR 7.105 Contents of written acquisition plans.**)

Meet with stakeholders to develop the sources sought or request for information

Determine Contract Type

Review market research sources and historical data (previous contracts)

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Market Research Phase

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Market Research Phase

FAR 10.000

Prescribes policies and procedures for conducting market research to arrive at the most suitable approach to acquiring, distributing, and supporting supplies and services.

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Market Research Phase

Ensure that legitimate needs are identified and tradeoffs evaluated to acquire items that meet those needs.

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Market Research Phase

Market research is also a critical tool in helping contracting officers find qualified small business vendors.

Simply stated, market research is the foundation for building an effective solicitation and a successful contract. It is the most important methodology a contracting officer can use to find small business vendors. And, small businesses are critically important to promoting competition in the procurement process and growing the overall economy

Ensure that legitimate needs are identified and tradeoffs evaluated to acquire items that meet those needs.

Conduct market research appropriate to the circumstances—

- (i) **Before** developing new requirements documents for an acquisition by that agency.

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Market Research Phase (cont.)

- (ii) **Before** soliciting offers for acquisitions with an estimated value in excess of the simplified acquisition threshold.
- (iii) **Before** soliciting offers for acquisitions with an estimated value less than the simplified acquisition threshold when adequate information is not available and the circumstances justify its cost.
- (iv) **Before** soliciting offers for acquisitions that could lead to a bundled contract.

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Market Research Phase (cont.)

The results of market research should be used to;

Determine if sources capable of satisfying the agency's requirements exist;

Determine if commercial items or, to the extent commercial items suitable to meet the agency's needs are not available, non-developmental items are available that—

- (A) Meet the agency's requirements.
- (B) Could be modified to meet the agency's requirements.
- (C) Could meet the agency's requirements if those requirements were modified to a reasonable extent (this can be accomplished in the acquisition planning phase).

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Market Research Phase (cont.)

The extent of market research will vary, depending on such factors as urgency, estimated dollar value, complexity, and past experience. The contracting officer may use market research conducted within 18 months before the award of any task or delivery order if the information is still current, accurate, and relevant.

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Market Research Phase (cont.)

Market research involves obtaining information specific to the item being acquired and should include—

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Market Research Phase (cont.)

Market research involves obtaining information specific to the item being acquired and should include—

- (i) Whether the Government's needs can be met by—
 - (A) Items of a type customarily available in the commercial marketplace.
 - (B) Items of a type customarily available in the commercial marketplace with modifications.
 - (C) Items used exclusively for governmental purposes.
- (ii) Customary practices regarding customizing, modifying or tailoring of items to meet customer needs and associated costs.
- (iii) Customary practices, including warranty, buyer financing, discounts, contract type considering the nature and risk associated with the requirement, etc., under which commercial sales of the products or services are made

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Market Research Phase (cont.)

- (iv) The requirements of any laws and regulations unique to the item being acquired.
- (v) The availability of items that contain recovered materials and items that are energy efficient.
- (vi) The distribution and support capabilities of potential suppliers, including alternative arrangements and cost estimates.

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Market Research Phase (cont.)

Techniques for conducting Market Research

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Market Research Phase (cont.)

Techniques for conducting Market Research

Know what you are buying... (this goes back to acquisition planning...)

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Market Research Phase (cont.)

Techniques for conducting Market Research

Know what you are buying...

What NAICS Code best fits your procurement?

NAICS Search:

Enter keyword or 2-6 digit code

Enter keyword or 2-6 digit code

Enter keyword or 2-6 digit code

NAICS Key Word Search

Please access the NAICS search tool via the [main NAICS page](#).

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Market Research Phase (cont.)

Techniques for conducting Market Research

Historical Data which includes reviewing current and previous contracts, acquisition plans, market research, statements of work (SOW) and performance work statements (PWS).

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Market Research Phase (cont.)

Techniques for conducting Market Research

Historical Data which includes reviewing current and previous contracts, acquisition plans, market research, statements of work (SOW) and performance work statements (PWS).

Searching and reviewing online resources

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Market Research Phase (cont.)

Techniques for conducting Market Research – Online Resources:

US Census Bureau NAICS Code Search - <https://www.census.gov/naics/>

SBA Dynamic Small Business Search (DSBS)

GSA eLibrary - [gsaelibrary.gsa.gov](https://www.gsaelibrary.gsa.gov/ElibMain/home.do) – <https://www.gsaelibrary.gsa.gov/ElibMain/home.do>

System for Award Management - <https://sam.gov/content/home>

Other Government established schedules (NASA SEWP, VA Schedules, GSA Schedules, etc.)

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Market Research Phase (cont.)

Techniques for conducting Market Research –

Draft and Issue an RFI (Request for Information to gain market/contractor knowledge and capabilities.

Hold Industry days – not only for a particular procurement, but also for standard and routine procurements.

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Market Research Phase (cont.)

Techniques for conducting Market Research –

Draft and post a Sources Sought on FBO or GSA.

Rule of thumb – Post for up to 30 days or a minimum of two business weeks (10 days) to allow sufficient time for responses. Any period less than 10 days, should be considered an urgent requirement, thereby limiting procurement milestones.

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Market Research Phase (cont.)

Drafting the Market Research Report (MRR)

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Market Research Phase (cont.)

Drafting the Market Research Report (MRR)

The report should summarize the activities of those conducting the market research. At a minimum, the following items should be included in the documentation:

acquisition's background and purpose;

description of the agency's minimum needs,

desired schedule of delivery;

list of small business and other sources that responded to RFI/Sources Sought and that were contacted,

discussion of customary commercial practices;

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Market Research Phase (cont.)

Drafting the Market Research Report (MRR)

identification of price ranges discovered; and
a description of available commercial or non-developmental items.

If the resulting procurement strategy does not include small firms, market research documentation should explicitly explain why a set-aside is not appropriate, as well as the specific steps that will be taken to mitigate a negative impact on small businesses.

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Market Research Phase (cont.)

Drafting the Agency Form:

NASA - SMALL BUSINESS COORDINATION – NASA Form 1787 (12/15)

DOD - SMALL BUSINESS COORDINATION RECORD – DoD Form 2579, AUG 2015

VA - SMALL BUSINESS PROGRAM AND CONTRACT BUNDLING REVIEW – VA Form 2268 JUN 2013

USDA – US USDA SMALL BUSINESS PROGRAM - PROCUREMENT REQUEST REVIEW AD 1205

Forms need to be consistent with the documentation (sources sought, RFI, market research report and other pertinent documentation).

