* [MAR RES REP Guide.docView in a new window](https://worldclassroom.webster.edu/courses/1280814/files/53835422/download?wrap=1)
* [PBA Guide 2012.pdfPreview the document](https://worldclassroom.webster.edu/courses/1280814/files/53835426/download?wrap=1)

Read the IDEX Performance Work Statement (PWS).  Conduct market research to determine an estimated price for the services identified in the PWS. You may use GSA’s Federal Supply Schedules on GSA Advantage for pricing data. GSA is just an example of a source you may use to find pricing data. Students may use any sources available to gather cost data (See Market Research Guide attached to Week 1 Activities for Market Research Sources. If you use GSA as a source, go to[www.gsa.gov (Links to an external site.)](http://www.gsa.gov/) , click on GSA Advantage, use the search menu; select services in the drop down box where “products” appear; type “information technology services” in the search box. Hundreds of contractors’ GSA Federal Schedules will appear with a variety of labor categories. Review three or more schedules and search for the **same or similar** labor categories in the IDEX Statement of Work. If you review three contractors and the following are their prices for a technical support manager: Lockheed Martin (Large Business) $100 per hour; IRT, Inc. (Small Business) $125 per hour; RBC, Inc. (Small Business) $150 per hour. You would add all three hourly rates $100+$125+$150=$375 divided by 3 = $125. Therefore, you may conclude the average cost for a technical support manager is $125 per hour. Multiply the $125X2000=$250,000. The estimated price for the technical support manager for the base year would be $250,000. You would calculate the remaining two labor categories the same to determine the estimated price for the base year and total all three to determine the total price for the base year. For the option years, you would add an inflation rate to the hourly rates and determine each hourly rate for the option years, multiply by 2000 and determine the cost for each labor category plus the total price for each option year. Develop an excel spreadsheet to capture this information. Part two of the Market Research assignment requires you to develop a Word document capturing actions taken to gather the market research data. See page 87 of the Market Research Guide for an example of the word document. The example is just that, an example, you may use any format you want for the word document. NOTE: YOU MUST COMPLETE BOTH THE EXCEL SPREADSHEET AND THE WORD DOCUMENT TO COMPLETE THE MARKET RESEARCH ASSIGNMENT.

[The modules, textbook, discussions and market research guide in week one activities provides information that will assist with this assignment.  The report shall include a word document (see example in the market research guide) and excel spreadsheet with information and data gathered to identify cost.  The spreadsheet shall contain the following information:  Cost for the base year and all option years; names of companies, business size of companies, hourly rates per labor category, total aggregate cost per year for each labor category, total cost for base and all options years, assumptions (i.e. escalation rate of 1.8% to 2% per year, depending on state of the economy, etc.).  See market research guide for example of information to include in the word document.Preview the documentView in a new window](https://worldclassroom.webster.edu/courses/1280814/files/53835435/download?wrap=1)

You may find the attached spreadsheet example when completing Week 3 Market Research assignment.  Again, note this assignment has two parts, a word document and spreadsheet.

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[Submit individual market research report here.  Using the attached IDEX Performance Work Statement (PWS) conduct market research using various sources to include internet, GSA Advantage, published price list, Department of Labor, etc., to identify the total cost for the services in the IDEX PWS.](https://worldclassroom.webster.edu/courses/1280814/files/53835435/download?wrap=1" \o "PWS for Mark Res Assignment.docx)[Preview the documentView in a new window](https://worldclassroom.webster.edu/courses/1280814/files/53835435/download?wrap=1)