Market Research Report

For

(Program/Command Name)

***Part 1***

Author:(Name)

Report Date:(mm/dd/yyyy)

Organization:(Org symbol)

Report Title: (Service name)

PSC and NAICS Code: (Codes and descriptions)

Portfolio: (Knowledge Based Services, Facility Related Services, Equipment Related Services, Electronics & Communications Services, Transportation Services, or Medical Services)

Estimated Value: ($ value including all options)

Market Research Objectives

Enter text.

Guidance: What do you hope to gain from market research?

* Refinement of the requirement in industry terms.
* Increased competition.
* Increased small business participation.
* Understanding of cost.
* Develop effective contract structure.

Service Description

Enter text.

Guidance: Include a description of the service to be addressed by this market research report.

* What is the service?
* What are the components or elements of the service?
* When is the service required?
* Where will the service be performed?
* Are there unique requirements?
* Are there mandatory source requirements?
* What other government agencies are buying the service?
* What current contract vehicles are available?

Background

Enter text.

Guidance: Provide a short narrative on the requirement for which this service will support. Include information relative to the previous awards such as:

* Is the requirement new? If not, how long has the service been required?
* Is there available market research information already done by others in government?
* What past acquisition strategies were used?
* What past government work has been performed by potential suppliers?
* What past efforts have been taken to remove competitive barriers?
* What are some problems encountered during past contract performance?
* What is the past performance baseline?
* What changes have occurred in the market place (suppliers, trends, technologies)?
* What are the lessons learned/best practices?

Potential Supplier Information

Enter text.

Guidance: Use the table to build the list of potential vendors and known sources that could be solicited to provide the service required.

|  |  |  |  |
| --- | --- | --- | --- |
| **Vendor Name** | **Location** | **Point of Contact** | **Capability** |
| ABC, Inc. | Bangor,  ME | Name:  Phone:  Email: | Provides all required services with consistent superior past performance ratings. Able to successfully provide surge capacity when required. Substantial operations in every state in Northeast region. |

* Identify name, location, point of contact and an assessment of their capabilities to meet our requirements in terms of performance, cost, schedule and risk.
* Identify the number of sources contacted; identify whether they were large business, small business, small/disadvantaged business, Section 8A business, woman-owned business, government/non-government.
* Describe efforts to locate sources and explain the rational used to exclude sources.

Small Business Opportunities

Enter text.

Guidance: Provide an assessment of the potential opportunities for small business set aside and direct award opportunities.

* Is the service suitable for small business?
* Can the requirement be segmented to include small business?

AbilityOne Program

Enter text.

Guidance: In accordance to FAR (2011) Part 8.002(a)(2), determine if the service is provided by the AbilityOne Program.

* The procurement list can be found on the AbilityOne Program’s website: [www.abilityone.gov](http://www.abilityone.gov).

Conclusions and Recommendations

This section applicable if completing Part 1. Not applicable if completing Part 2.

Guidance: Summarize your data analysis with recommendations for:

* acquisition strategies to pursue (i.e. Commercial acquisition, 8A direct, small business set aside, sole source, full & open, native American direc or Hubzone)
* list of potential contract vehicles that already exist which may be employed to satisfy your requirement
* quality and thoroughness of the government’s technical performance documents and configuration control data to include suggestions for improvement before contract solicitation
* relevant risks to be considered as part of any source selection activities
* specific contract terms and conditions

***Part 2***

Performance Requirements

Enter text.

Guidance: State the critical performance requirements which the service must meet.

* What are the performance requirements and how are they measured? If the requirement is not performance based, why?
* Are the requirements military unique or can be they be acquired in the commercial marketplace?
* What are the performance trade-offs to better accommodate the commercial market?
* How does industry sell the service and are the requirements written in those terms?

Market Intelligence

Enter text.

Guidance: Describe any available commercial factors.

* What is the availability of the service?
* What is the demand for the service?
* What is the maturity of the service?
* How many suppliers are in the market and market share?
* What is the Government’s market share?
* What is the pricing structure?
* What is the small business footprint?
* Are socio-economic factors applicable?
* What is the supply chain?
* How are the services segmented?
* What business, trade, legal, political and other developments affect the market?
* What is fair/reasonable market price for the industry, which may include an assessment of available price data, price ranges, known pricing issues, or an explanation of price variations?
* What are the applicable industry standards, regulations, trade journals, or process guides germane to the service to be acquired?
* Identify any known environmental or safety regulations that affect the service being provided.
* Identify standard industry terms and conditions offered to commercial customers in the market place.
* Provide your assessment of the government’s leverage in the marketplace, such as being the only buyer, making a minority of buys in the market, making the majority of buys, or being one buyer among many.

Conclusions and Recommendations

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Market Research Techniques Used

Enter text.

*Guidance: Describe the various methods used to arrive at the market research findings. Examples of techniques that may be used are: Internet searches, industry days, one-on-one industry sessions, Requests for Information (RFIs) to Industry (Solicitation for Information or Planning Purposes), FedBizOpps, etc.*

USEFULL WEBSITES, SOURCES

**AKSS Ask A Professor on Market Research**

URL: https://acquire.dau.mil/akss/

Use this site to find answers to market research questions. Type in “Market Research”, and then select “Ask a Professor”. If your question/subject does not appear, fill out the “Ask a Professor-Submit your Own Question” form found by selecting the “Ask a Question” button accessible at the bottom of the page at https://akss.dau.mil/askaprof-akss/default.aspx.

**Bureau of Labor Statistics (BLS)**

URL: http://www.bls.gov/cpi

BLS is the principle fact-finding agency for the Federal Government in the broad field of labor economics and statistics. The BLS is an independent national statistical agency that collects, processes, analyzes, and disseminates essential statistical data to the American public, the U.S. Congress, other Federal agencies, State and local governments, businesses, and labor entities. Indexes can be tapped for market research purposes (e.g., escalation rates).

**Central Contractor Registration (CCR)**

URL: http://www.ccr.gov

CCR is a searchable database of companies doing business with the Government. The database is searchable by the contractor name, Data Universal Numbering System Code, Commercial and Government Entity Code, and the North American Industry Classification System Code.

**DoD Electronic Mall (EMALL)**

URL: http://www.landandmaritime.dla.mil/programs/emall/

The DoD EMALL, managed and operated by the Joint Electronic Commerce Program Office (JECPO), allows Government wide Commercial Purchase Card (GCPC) customers to place delivery orders against established contract vehicles to acquire off-the-shelf, finished items from the commercial marketplace. The DoD EMALL offers cross catalog shopping for the purpose of comparison pricing and best value decision-making.

**Dow Jones Business Information Services**

URL: http://www.dowjones.com

Publishes business and financial news and information.

**Eagle Eye database**

URL: http://about.bgov.com/eagle-eye-publishing/

Lists annual contract awards, which can be used to identify contractors currently delivering the same or similar items to either the requesting agency or other agencies. Eagle Eye also identifies cognizant purchasing activities enabling further direct contact for information.

**FedBizOpps**

URL: http://www.fedbizopps.gov/

The official free online listing of Government contracting opportunities which has replaced the Commerce Business Daily. Award notices are posted on this site for requirements over $25,000 which can be used for market research. You can look by PSC, NAICS, Location, etc.

**Federal Strategic Sourcing Initiative (FSSI)**

URL: http://www.gsa.gov/portal/content/105156

FSSI encourages cross-government collaboration and adoption of industry best practices. This allows the government to aggregate requirements, streamline processes and leverage its buying power. As a result, best value and repeatable processes are created that can be used in any acquisition environment to drive down the cost of commonly purchased commodities.

**General Services Administration**

URL: http://www.gsa.gov/portal/category/100000

GSA serves as the acquisition and procurement arm of the federal government, offering equipment, supplies, telecommunications, and integrated information technology solutions to federal agencies so that the agencies can focus on doing what they do best—serving the public.

**GSA's "Advantage" service**

URL: http://www.gsaadvantage.gov/

Since 1949, it has been GSA’s mission to help agencies better serve the public by meeting - at best value - their needs for products and services, and to simplify access to information. For over 12 years, GSA Advantage has been a reliable and proven one-stop online resource for thousands of Federal employees worldwide. GSA Advantage offers the most comprehensive selection of approved products and services from GSA contracts. 17

**Occupational Outlook Handbook (OOH)**

URL: http://www.bls.gov/oco/

For hundreds of different types of jobs—such as teacher, lawyer, and nurse—the Occupational Outlook Handbook tells you: the training and education needed; earnings; expected job 18 prospects; what workers do on the job; and working conditions. In addition, the Handbook gives you job search tips, links to information about the job market in each State, and more.

**STAT-USA/Internet**

Url: http://www.usa.gov/Business/Business\_Data.shtml

A service of the U.S. Department of Commerce that includes the National Trade Data Bank, the U.S. Government's most comprehensive source of international trade data and export promotion information; the Economic Bulletin Board, a comprehensive source for government-sponsored economic releases and business leads; and Global Business Procurement Opportunities, an international procurement marketplace for businesses that provides billions of dollars in procurement opportunities from all over the world.

**Thomas Register**

URL: http://www.thomasnet.com

Thomas Register consists of an alphabetical listing of American and Canadian companies, addresses, and phone numbers, as well as a product listing, product description, and product manufacturers. The Thomas Register can be searched by company name, product or service, or brand name, and the search can be modified to limit it to a specific geographical area.

**Naval Post Graduate School’s Market Intelligence Guide**

http://www.acquisitionresearch.net/files/FY2012/NPS-CM-12-009.pdf

This guide was developed through the collective efforts of 24 Naval Postgraduate School MBA students. It is intended to complement DoDI 5000.2-R (USD[AT&L], 2002) and FAR Part 10 by providing general guidance, tools, and examples to assist in conducting market research for a wide variety of items and services (DoD, 1997).