



Steps to Success for Small Businesses

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Step 1: Identify Your Product or Service

- Determine the specific classification code(s) the Government uses under solicitations for the types of products and services your firm is capable of providing
 - ✓ **Federal Supply Classification (FSC) Codes** -
www.acquisition.gov/service_product_codes.pdf
 - ✓ **North American Industry Classification System (NAICS) Codes** -
www.census.gov/naics
- After pinpointing the FSC and NAICS codes that correspond to your business line, enter them when registering as a Federal vendor (see **Step 2**) and when conducting online searches for available Government contracting opportunities (see **Step 3**)
- Size Standards and NAICS Codes
 - Every solicitation issued by the Federal Government is assigned a NAICS code by the Procuring Contracting Officer responsible for releasing the solicitation
 - The Small Business Administration sets the size standard for each NAICS code, signifying the ceiling amount that separates small from large businesses under all actions to which the code applies - www.sba.gov/content/table-small-business-size-standards
 - For **products**, small business ceilings are expressed as a maximum number of employees
 - For **services**, small business ceilings are expressed as a maximum annual sales figure

Step 2: Register Your Company

- Does your firm qualify as a small business?
 - For Federal size regulations refer to [13 C.F.R. Part 121](#)
 - For Federal rules regarding affiliation refer to [13 C.F.R. Part 121.103](#)

- Does your firm fall under one or more socioeconomic subcategories?
 - SMALL DISADVANTAGED BUSINESS
 - “8(a)” BUSINESS DEVELOPMENT PROGRAM ENROLLEE (requires SBA certification)
 - WOMAN-OWNED SMALL BUSINESS
 - HUBZone SMALL BUSINESS (requires SBA certification)
 - VETERAN-OWNED and SERVICE DISABLED VETERAN-OWNED SMALL BUSINESS

Visit www.sba.gov for explanations and supplemental materials on each subcategory

- Websites for Government Contractor Registration
 - ✓ **Central Contractor Registry (CCR)** - www.ccr.gov
 - ✓ **Online Representations and Certifications (ORCA)** - orca.bpn.gov

Step 3: Locate Contracting Opportunities

▪ Contracting Opportunity Websites

✓ **Federal Business Opportunities**, or “FedBizOpps” - www.fbo.gov

- All Solicitations Valued Over \$25,000
- Award Notices
- Sources-Sought Notices
- Special Notices, (e.g., regarding Industry Days applicable to a specific acquisition)
- Small Business Central Events Listing

✓ TACOM LCMC Procurement Network (ProcNet) - contracting.tacom.army.mil

▪ Common criteria used in online searches and queries for opportunities include...

- FSC or NAICS code
- Solicitation type (e.g., set-aside for small businesses)
- Procurement agency (e.g., Army Contracting Command-Warren)
- Product or service keyword (use Government terminology, and experiment to isolate words and word combinations that yield good results)

Step 4: Zero-In on Target Markets

- From www.fbo.gov and other contracting opportunity websites (**Step 3**), identify the Federal procurement agencies that buy a lot of what you sell
- Make regular use of each targeted agency's procurement website, for example the TACOM LCMC "ProcNet" whose unique features are highlighted below

US Army TACOM LCMC ProcNet - contracting.tacom.army.mil

- Open solicitations
- Information on major buys (e.g., Industry Day notices)
- Awarded contracts
- Acquisition forecasts
- Market survey notices
- Qualified supplier guidance
- Small Business Section
 - Comprehensive "doing business" tip sheets on wide-ranging topics for small businesses
 - Lists of prime contractors (manufacturers, service/IT providers, construction firms)
 - Registration tool for available subcontractors
 - Conference and event announcements

- For agency-specific information and assistance contact a Small Business Specialist within the agency's Office of Small Business Programs
 - Federal OSBP List - <http://www.osdbu.gov/members.html>
 - Army SB Specialist Search Tool - <http://sellingtoarmy.com/User/Misc/SearchASBS.aspx>

Step 5: Investigate Special Programs

Websites for Federal Programs

- General Services Administration (GSA) Schedules Program - www.gsa.gov
- Small Business Innovation Research (SBIR) Program - www.sbir.gov

Websites for Defense Department and Army Programs

- DoD Email Program - www.dsccl.dla.mil/programs/email
- Mentor-Protégé Program - www.acq.osd.mil/osbp/mentor_protege
- Computer Hardware, Enterprise Software and Solutions (CHESS) Program - <https://chess.army.mil/>
- Soldier Product Improvement (SPI) Program - <https://peosoldier.army.mil/newpeo/feedback/spi.asp>
- Enhanced Army Global Logistics Enterprise (EAGLE) Program - <http://www.osc.army.mil/ac/aaisdus/EAGLE.aspx>

Websites for TACOM LCMC-Related Programs

- Diminishing Manufacturing Sources and Material Shortages (DMSMS) Program - www.dmsms-tardec-army.com
- Manufacturing Technical Assistance Production Program (MTAPP) - <http://armymtapp.us/>
- Ground Vehicle Gateway for Innovations - tardec.groundvehiclegateway.com
- Enterprise Market Investigation Process (EMIP) Technology Demonstration Program - <http://peocscss.tacom.army.mil/EMIP/home.html>

Step 6: Pursue Subcontracting Opportunities

▪ Subcontracting Opportunity Websites

- ✓ SBA Sub-Net - www.sba.gov/subnet
- ✓ DoD Subcontracting Directory - www.acq.osd.mil/osbp/doing_business/
- ✓ DoD Prime Contract Descriptions - www.defense.gov/contracts
- ✓ TACOM LCMC Prime Contractor Lists - <http://contracting.tacom.army.mil/sbo/sbo.htm>

- After targeting a prime contractor make maximum use of its supplier website, for instance that of the Oshkosh Corporation and of General Dynamics Land Systems whose respective key features are noted below

Oshkosh Corporate Purchasing

www.oskgpsc.net

- Supplier development information
- Purchasing POCs by commodity
- Online supplier registration
- Small Business Liaison Officer (SBLO) contact information

GDLS Supply Chain Management

www.gdls.com/suppliersoverview

- Supplier manual
- “iSupplier” instructions for online quoting
- Online supplier registration
- Small Business Liaison Officer (SBLO) contact Information

Step 7: Learn the Rules of Gov't Contracting

- Be aware of what sets Government contracting apart from commercial contracting
 - Regulation and policy dictate all of the Government's contracting procedures
 - Exceptions to competition are strictly controlled in Government contracting
 - Competitive Government solicitations must be publicized nationally
 - Any semblance of favoritism in Government - industry interactions is strictly forbidden
 - The Government buys products, not processes or the potential to produce
 - Before awarding a contract to an offeror the Government will assess its performance history and delivery capability

▪ Regulatory and Policy Websites

- Federal Acquisition Regulation (FAR) - www.acquisition.gov/far
- Defense Procurement and Acquisition Policy (DPAP) - www.acq.osd.mil/dpap

▪ Other Web Resources

- Defense Acquisition University (DAU) - www.dau.mil
- Defense Life Cycle Management Chart - <https://acc.dau.mil/ifc/>
- National Stock Number (NSN) Booklet - www.dlis.dla.mil/PDFs/NSN.pdf
- Defense Contract Audit Agency (DCAA) Handbook - www.dcaa.mil/dcaap7641.90.pdf
- DoD Small Business Teaming Guide - <http://www.acq.osd.mil/osbp/resources/teaming.pdf>

Step 8: Know the Players in Gov't Contracting

▪ Standard Participants in the Procurement Process

- PROCURING CONTRACTING OFFICER (PCO) ...releases solicitations and awards contracts
- PROGRAM MANAGER ...develops acquisition plans and oversees acquisition programs
- SMALL BUSINESS SPECIALIST ...screens all upcoming solicitations as set-aside candidates
- SBA PROCUREMENT CENTER REPRESENTATIVE ...also reviews solicitations for set-aside suitability, and can challenge PCO procurement strategy decisions
- COMPETITION ADVOCATE ...promotes competition and challenges barriers to it
- ADMINISTRATIVE CONTRACTING OFFICER (ACO) ...monitors contractual performance

- Your initial go-to person for contracting advice and guidance at any Federal procurement agency is the Small Business Specialist

What SB Specialists can do for you

- ✓ Discuss the extent that your capabilities match the agency's opportunities
- ✓ Suggest avenues to pursue, tailored to your specific product or service line
- ✓ Record your company as a prospective contracting source
- ✓ Be available for follow-up questions

What SB Specialists cannot do

- Act on your direct behalf, in a manner approaching that of an agent
- Respond to questions regarding specific solicitations or contracts (such matters are the province of the buyer and PCO)

Step 9: Seek Advice, Assistance and Insights

General Assistance and Information Websites

- Association of Procurement Technical Assistance Centers (PTACs) - www.aptac-us.org
- Association of Small Business Development Centers (SBDCs) - www.asbdc-us.org
- Service Corps of Retired Executives (SCORE) - www.score.org
- SBA Financial Assistance Program - www.sba.gov/financialassistance
- Federal Business Gateway - www.business.gov
- Senate Small Business Committee - sbc.senate.gov
- House Small Business Committee - www.house.gov/smbiz/

Non-Government Organization Websites

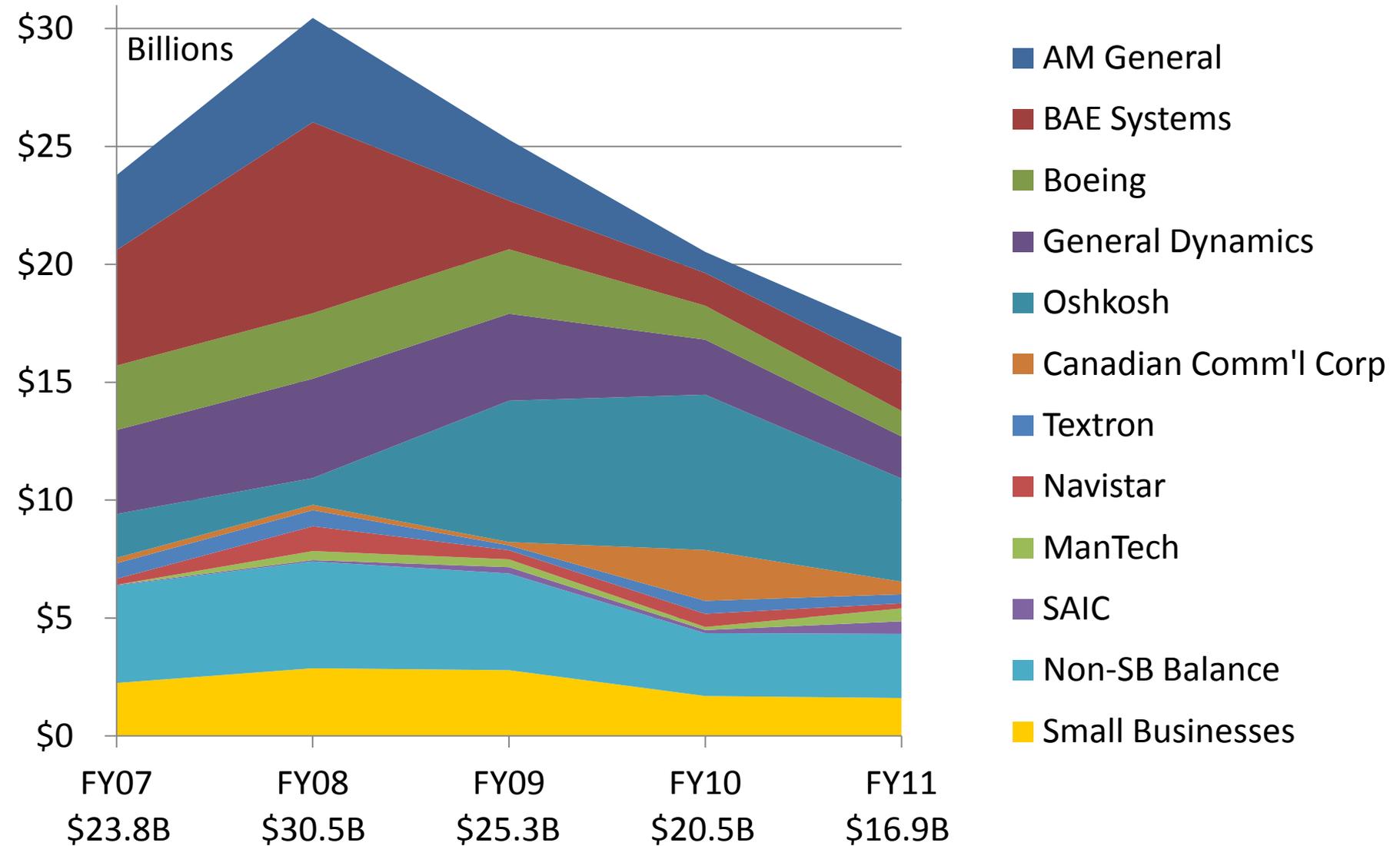
- National Defense Industrial Association (NDIA) - www.ndia.org
- Institute for Defense and Government Advancement (IDGA) - www.idga.org
- Association of the U.S. Army (AUSA) - www.ausa.org
- SAE International - www.sae.org
- National Center for Defense Manufacturing and Machining (NCDMM) - www.ncdmm.org

Step 10: Market Your Firm

- Develop handouts, starting with a “company resume” of one to two pages, that are customized to your targeted Government market(s)
 - Make clear what your firm’s size and socioeconomic status is
 - Focus on **product over process**; define the specific items or services your company can provide, and identify applicable FSC and NAICS codes
 - Cite the GSA schedule(s) your firm is an approved source under
 - List your current major customers, and describe any notable business successes and accomplishments
- Be proactive...respond to market survey notices, register as a supplier wherever possible, attend Industry Days, and take full advantage of your local PTAC and other resources to enhance your competitiveness (see **Steps 4-6** and **Step 9**)
- Attend conferences and other forums to engage in face-to-face marketing
 - Visit the websites of organizations like NDIA (**Step 9**) for listings of events across the U.S. in which Government acquisition and prime contractor personnel are present
 - Visit Federal procurement agency websites (**Step 4**) for announcements about Small Business Fairs, Industry Days and other agency-specific events

Overall Contract Dollars by Prime Contractor

US Army TACOM LCMC, FY07-FY11



Small Business Contract Dollars by Product/Service Category

US Army TACOM LCMC, FY07-FY11

