

Understanding the Government Marketplace

Presented by the Macomb
Regional PTAC



What is PTAC?

Funded by the Department of Defense & the Michigan Economic Development Corporation (MEDC) to educate small businesses regarding government contracting

- ★ Individualized Business Counseling
- ★ Support with Bid Proposals
- ★ Information on all government levels:
 - ★ Local, State and Federal
- ★ Identification of Bid Opportunities
- ★ Registrations & Certifications
- ★ Training Events
- ★ Networking/Matchmaking Events
- ★ Federal Acquisition Regulations
- ★ Procurement Award History

Most of these services are free of charge!

www.ptacsofmichigan.org





Objectives

- Understanding Government Contracting
- Information on Prime and Subcontractors
- Small Business Programs
- Registrations
- Finding Opportunities
- Acquisition Process
- Resources



What is Government Contracting?

Government Contracting - is when Federal, state and local governments offer businesses the opportunity to sell billions of dollars worth of products and services. Many government agencies require that some percentage of the procurements be set aside for small businesses.

<http://www.business.gov/expand/government-contracting/>

What Does the Government buy?

Examples of what the Government Buys

Air Force Materiel Command in Rome, NY, seeks a small business to provide **Sony Play stations 3**. NAICS: 334111. SOL FA8751-10-R-0003. DUE 11/25/2009. For details, go to:

<https://www.fbo.gov/spg/USAF/AFMC/AFRLRRS/FA8751-10-R-0003/listing.html>



Social Security Administration in Baltimore, MD, seeks a small business to provide **IT engineering support services**. NAICS: 541511. SOL SSA-RFP-11-1009. DUE 01/13/2011. For details, go to

<https://www.fbo.gov/spg/SSA/DCFIAM/OAG/SSA-RFP-11-1009/listing.html>



Defense Logistics Agency in Richmond, VA, seeks a small business to provide **leading edges for the F-15 aircraft**. NAICS: 336413. SOL SPM4A7-11-R-1444. DUE 01/28/2011.

<https://www.fbo.gov/spg/DLA/J3/DSCR-BSM/SPM4A7-11-R-1444/listing.html>





What Does the Government buy?

Why Sell to the Federal Government?

Statistics **FY 2010**

★ **\$536 billion**

Total Federal purchases of goods/services

★ **\$109 billion**

Total Federal purchases of goods/services awarded to small businesses

Information obtained from:

<http://www.usaspending.gov> and <http://www.fedspending.org>

Learning the Language

People need to understand the language of the Government, especially the language that is used to describe the requirements in a contract.

The most commonly used language that is used in contracts are:

- Acronyms
- The FAR





Contractor Roles Defined

Prime Contractor

- The business awarded a direct government contract that is responsible for completing the project in its entirety.
- Including any work performed by subcontractors.
- Holds privity of contract with Government Agency

Subcontractor

- A business that receives an award from the prime contractor to perform a portion of the government contract



Role of Small Business:

How is a small business defined

The SBA defines a business concern as:

- Organized for profit.
- Place of business in the U.S.
- Operates primarily within the U.S.
- Makes a significant contribution to the U.S. economy:
 - through payment of taxes
 - or use of American products, materials or labor.
- Independently owned and operated.
- Is not dominant in its field on a national basis.
- Falls within the size standard for small business in its industry

The business may be a sole proprietorship, partnership, corporation, or any other legal form.



Role of Small Business:

How is a small business defined

What does it mean by: Falls within the size standard for small business in its industry:

500 employees for most manufacturing and mining industries

100 employees for all wholesale trade industries

\$6.5 million for most retail and service industries

\$31 million for most general & heavy construction industries

\$13 million for all special trade contractors

\$0.75 million for most agricultural industries

Please reference for Size standards:

<http://www.sba.gov/size/indexableofsize.html>

Small Business Size Regulations specifying size standards and governing their use are set forth in Title 13, Code of Federal Regulations, part 121 (13 CFR §121). SBA's size regulations pertaining to Federal procurement are also found in the Federal Acquisition Regulation, 48 CFR part 19.



Role of Small Business:

Small Business

Small businesses can do business with the Federal Government. In fact the policy of the Federal Government is to promote contracting opportunities for:

- Small Businesses.
- Historically Underutilized Business zone (HUBZone).
- Small Disadvantaged Businesses.
- Service-Disabled Veteran-Owned small businesses.
- Women Owned Small Businesses.

Small Business Programs

8(a) and SDB

The SBA has two programs for companies owned and controlled by socially and economically disadvantaged individuals:

- ★ **8(a) Business Development Certification Program**
(3% set-aside goal)
- ★ **Small Disadvantaged Business Program**
(5% goal)

8 (a) Workshops: Sponsored by SBA in Detroit.

The first Wednesday of every month - 9:00 am to 11:00 am
515 McNamara Building, 477 Michigan Avenue, Detroit, MI 48226
Room 895 (8th floor)

**Questions? Call (313) 226-6075
x253 Tom Vargo x259 Romy Ancog**



Small Business Programs

HUBZone

Historically Underutilized Business Zones (HUBZone).

A federal program focusing on communities with low income or high unemployment.

- ★ Principal office located in a HUBZone
- ★ Company owned and controlled by one or more U.S. citizens
- ★ At least 35% of the company's employees must be HUBZone residents
- ★ Formal certification required

<https://eweb1.sba.gov/hubzone/internet/index.cfm>

3% set-aside goal for federal agencies



Small Business Programs

Women Owned

A small business concern which is at least 51% owned and operated by one or more women

- ★ Certification:
 - ★ Self certify
 - ★ Be certified by an SBA-approved Third Party Certifier
- ★ Upload documents to WOSB Program Repository
- ★ Set-aside opportunities under 83 NAICS codes

www.sba.gov/wosb

5% goals for federal agencies



Small Business Programs

Service-Disabled Veteran-Owned

Veterans with a service connected disability are eligible to self-represent as a Service Disabled Veteran.

**3% set-aside goal and sole source opportunities
with federal agencies**

Veterans discharged medically may obtain a copy of military records, by going to:
<http://www.archives.gov/veterans/military-service-records/get-service-records.html>

Veterans who were not medically discharged but wish to be evaluated as service-disabled may file a claim at <http://www.va.gov>, point to "Benefits", click on "Compensation & Pension".

Center for Veterans Enterprise

<http://www.vip.vetbiz.gov/>

***Veteran-owned and service-disabled veteran-owned business are encouraged to registered here since federal agencies search the database for qualified veteran-owned and service-disabled veteran-owned companies.**

Small Business Programs: Performance Goals

Category	Goal	2009%	2009\$	2008%	2008\$
Small Businesses	23%	21.89%	\$96.8 billion	21.50%	\$93.2 billion
Women Owned Small Business	5%	3.68%	\$16.3 billion	3.40%	\$14.7 billion
Small Disadvantaged Businesses	5%	7.57%	\$33.5 billion	6.76%	\$29.3 billion
Service-Disabled Veteran Owned Small Business	3%	1.98%	\$8.8 billion	1.49%	\$6.4 billion
HUBZone	3%	2.81%	\$12.4 billion	2.34%	\$10.1 billion

Why are small businesses so important?

SMALL BUSINESSES IN THE UNITED STATES

- Employ more than 50% of the private workforce
- Generate more than half of the Nation's GDP
- Are the principal source of new jobs

<http://www.poh.usace.army.mil/>



Marrying Small and Large Business

- Subcontracting information
- Small business sub plan information
- Meeting goals passed down by feds



Getting Registered



Your First Steps

- 1. Obtain Duns Number**
- 2. Identify NAICS Codes**
- 3. Register in CCR**
- 4. Register in Dynamic Small Business Search**
- 5. Register in ORCA**

Matthew Lesko's

Free Money for

EVERYBODY

1,700 of the Best Government Free Money Programs Your Tax Money Can Buy

680 Pages
1,700 Programs

90 Minute DVD
Hot Linked To Web

BOOK and DVD

EVERYBODY



Getting Registered is the First Step

Obtain a DUNS Number

- Assigned through Dun and Bradstreet
- Required to register with the federal government
- Free of charge!
- Visit <http://fedgov.dnb.com/webform>



Getting Registered – Your First Step

Identify Classifying Products /Services

Industry Product/Service Classification Codes

- ❑ **North American Industry Classification System (NAICS)**
- ❑ **Standard Industrial Classification (SIC) code**

To look up NAICS and SIC codes, go to:

<http://www.census.gov/naics/2007/index.html>

Refer to Registration Assistance Checklist (in your packet)
for web links to the codes above!



Getting Registered is the First Step

Register in Central Contractor Registration (CCR)

- ❑ Required to do business with the federal government or receive a contract award
- ❑ Get paid (Electronic Funds Transfer)
- ❑ Links to Dynamic Small Business Search
- ❑ Assigns Commercial and Government Entity Code (CAGE)
- ❑ Spam alert
- ❑ Does not sign a company up to receive procurement opportunities
- ❑ Profiles must be updated annually

www.ccr.gov



Welcome to Central Contractor Registration (CCR)

Central Contractor Registration (CCR) is the primary registrant database for the U.S. Federal Government. CCR collects, validates, stores and disseminates data in support of agency acquisition missions. [Learn more about CCR Policy and Background.](#)

Existing CCR Users

Log in to CCR

User ID:

Password:

Log In

[Forgot Password](#) [Forgot User ID](#)

---OR---

If you have not yet converted to a User ID and Password, use your DUNS and TPIN to do this before December 21, 2009.

DUNS / TPIN Access

DUNS:

TPIN:

New CCR Users

What you need to register

1. DUNS Number
2. Tax Identification Number (TIN) and Taxpayer Name
3. Statistical Information about your business
4. Electronic Funds Transfer (EFT) Information

[View Detailed Descriptions](#)
[International Registrants](#)

Start New Registration

Note: New registrations usually take 1-2 business days to process once completed by the vendor.



<http://www.ccr.gov>



Print

Exit

Help

DSBS

Quick Market Search

DSBS

Welcome to the Dynamic Small Business

All search form hotlinks open a new browser



NEW NEW MARKETING FEATURE FOR CONTRACTING OFFICERS:
Use the "Quick Market Search" button above to go to the **Quick Market Search**

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 Firm:

State(s):

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

- (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

Congressional District:

(Requires exactly one state from the list at left.)
2-digit numeric (leading 0 if 1 digit),
or AL for At Large

County: [Lookup](#)



Getting Registered – Your First Step

Get Registered on ORCA

Online Representations and Certifications is an e-Government initiative designed to replace the paper based Representations and Certifications (Reps and Certs) process.

- ★ Prior to ORCA, vendors had to submit Reps and Certs for each large contract.
- ★ You must be registered in ORCA if the solicitation you are responding to requires that you have an active registration in CCR.
- ★ Wait 24-48 hours after completing CCR.
- ★ ORCA FAQs and Questionnaire: <https://orca.bpn.gov/help/help.aspx>.

<http://orca.bpn.gov/>



[Home](#) | [Search](#) | [FAQs](#) | [Help](#) | [Security Notice](#)

Welcome to the Online Representations and Certifications Application (ORCA)

ORCA is an e-Government initiative that was designed by the Integrated Acquisition Environment (IAE) to replace the paper based Representations and Certifications (Reps and Certs) process.

Please login to add or update your ORCA record

DUNS Number

MPIN

Search current ORCA Record

+4

number

+4 (if applicable)

[Click Here](#) for Archive Search

NOTE: [Click here](#) to learn how to create your MPIN.



Other Links

[Small Business Administration \(SBA\)](#)

[The U.S. Government's Official Web Portal \(USA.gov\)](#)

[Central Contractor Registration.gov \(CCR\)](#)

[Business Partner Network \(BPN\)](#)

[FAC 01-26](#)

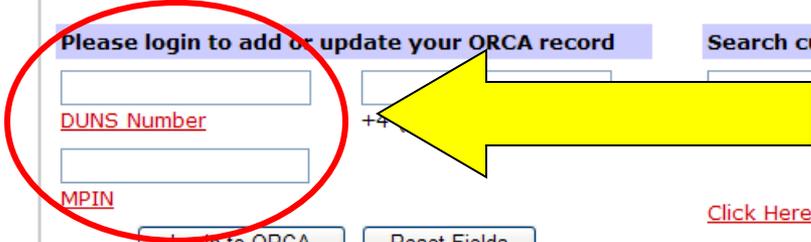
[FedBizOpps.gov](#)

[FedTeds.gov](#)

The ORCA website is designed to be used with Internet Explorer 6.0 or Netscape 7.x

NOTE: Session will terminate after 20 minutes of inactivity.

[Click Here](#) for feedback or comments form.



A Successful Government Contractor

- ❑ Include Government Contracting in Business Plan
 - ❑ Dedicate Resources
 - ❑ Online Access is important
- ❑ Make it a long term goal
- ❑ Business must be in good standing with IRS
- ❑ Past performance and experience in crucial
 - ❑ Startup businesses typically cannot compete within Government marketplace

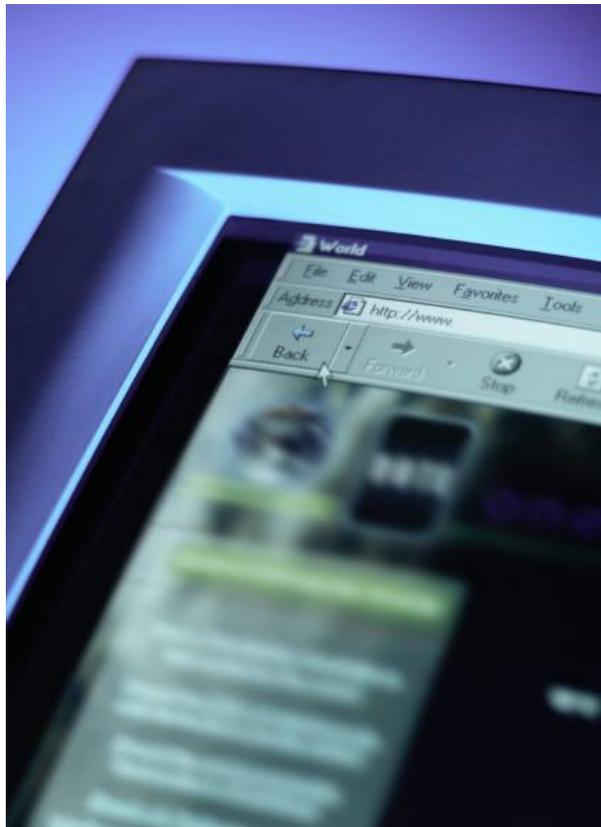


Checklist...

- ★ Obtain DUNS Number
- ★ Identify commodity codes
- ★ Register in CCR
- ★ Perform market research
- ★ Search for opportunities
- ★ Bid
- ★ Debrief



Finding Opportunities



The Search Is On!
Solicitations, Bids, Purchases



Finding Opportunities

Federal Business Opportunities

- ★ Solicitations
- ★ Presolicitation Notices
- ★ Amendments/Modifications/Cancellations
- ★ Awards
- ★ Requests for Information (RFIs)
- ★ Information deemed necessary by the contracting officer (i.e. Sources Sought Notices)
- ★ Use as a market research tool!

<http://www.fbo.gov>

Home

Getting Started

General Info

Opportunities

Agencies

Privacy

Search more than **38,400*** active federal opportunities.

Posted Date: Set-Aside Code:

Place of Performance: Type:

Keyword / Solicitation #: Agency:

Search

Additional criteria and multiple selections are available on the [advanced search form](#).

** Notices posted within the last 90 days.*



DID YOU KNOW?

Registered vendors and citizens can save searches and receive search results in a daily email.

Buyers / Engineers

Government users may post, manage, and award opportunities.

Username

▶ [View Opportunities](#)

No login is required to view opportunities.

Password

▶ [Register Now](#)

▶ [Password Reminder](#)

Vendors / Citizens

Vendors and citizens may search, monitor, and retrieve opportunities.

Username

▶ [Find Opportunities](#)

No login is required to view opportunities.

Password

▶ [Register Now](#)

▶ [Password Reminder](#)



RECOVERY

FBO now contains Recovery and Reinvestment Act actions.

[SEARCH RECOVERY OPPORTUNITIES](#)

[SEARCH RECOVERY AWARDS](#)



FBO RECOVERY REPORTS

▶ [Click here for Opportunities](#)

Click [here](#) to learn more.



USER GUIDES

- ▶ [Buyer](#)
- ▶ [Vendor](#)
- ▶ [Engineer](#)
- ▶ [Location / Agency Admin](#)

Use [Adobe Acrobat Reader](#) to view files in PDF format.



DEMONSTRATION VIDEOS

Watch demonstration videos designed to familiarize you with the features and functionality of the



Finding Opportunities

The Defense Logistics Agency (DLA)

Procures, manages, stores, and distributes **4.1 million items** for U.S. military customers, other U.S. federal agencies, and allied forces throughout the world.

Online Course: Doing Business with DLA

<http://www.dtc.dla.mil/dsBusiness/Default.htm>

What DLA Buys

<http://www.dtc.dla.mil/dsBusiness/Course.htm>

DLA Magazine - DLA Loglines:

http://www.dla.mil/DLAPublic/DLA_Media_Center/Publications/PublicationArchives.aspx?ID=Publications-LogLines



Finding Opportunities

The Defense Logistics Agency (DLA)

DLA Business Systems Modernization (BSM)

- View solicitations and submit quotes
- View RFPs
- View Long Term Contracts & EMail Opportunities
- Access award information

<https://www.dibbs.bsm.dla.mil>

Finding Opportunities

The Navy

Navy Electronic Commerce Online (NECO)

Navy procurement opportunities:

<https://www.neco.navy.mil/>

Office of Small Business Programs

Visit <http://www.donhq.navy.mil/OSBP/> for a list of Navy installations and the requirements they have for contractors

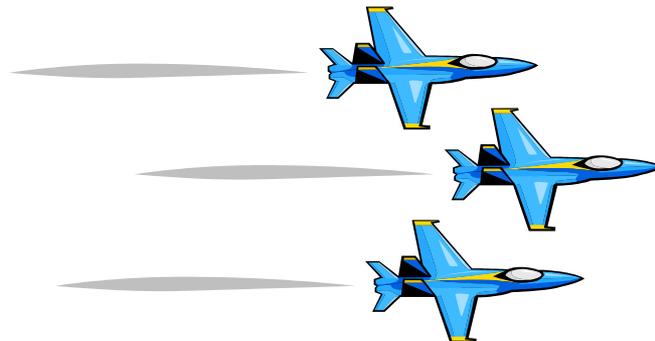


Finding Opportunities

The Air Force

U.S. Air Force Small Business Office

- Procurement Opportunities
 - Procurement Forecast (LRAE)
 - Online Training
 - Small Business Contact Information
- <http://selltoairforce.org/general/Staff/AFOPOStaff.aspx>
<http://selltoairforce.org/>



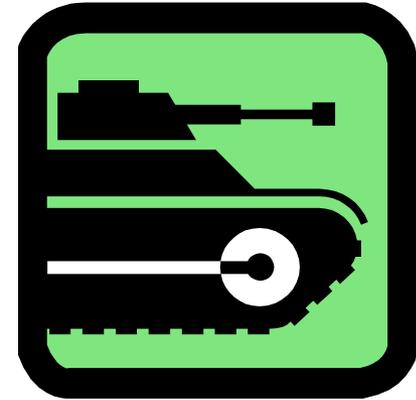
Finding Opportunities

The Army

Army Small Business Office

<http://www.sellingtoarmy.info/>

- Business Opportunities
- Location Information
- Army Single Face to Industry (ASFI)
 - Acquisition Business Web Site:
<https://acquisition.army.mil/asfi/>





Finding Opportunities

TACOM LCMC

Managing and Supporting the Army's
Weapon Systems, Vehicles Spares, Services

TACOM Procurement Network:

<http://contracting.tacom.army.mil/>

Solicitations are issue from 7 different locations:

Anniston Army Depot, AL

Sierra Army Depot, CA

TACOM Picatinny, NJ

Red River Army Depot, TX

TACOM Rock Island, IL

TACOM Warren, MI

Watervliet Arsenal, NY

Finding Opportunities

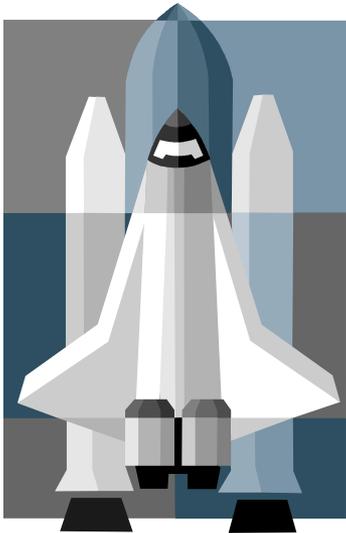
NASA

National Aeronautics and Space Administration

NASA Acquisition Internet Services (NAIS)

Links to various NASA sites

<http://prod.nais.nasa.gov/cgi-bin/nais/index.cgi>



NASA Home Page

<http://www.nasa.gov/>

Finding Opportunities

Other Federal Agencies

- ★ **Army Corps of Engineers:**

http://www.lre.usace.army.mil/index.cfm?chn_id=1081

- ★ **Department of Homeland Security:**

<http://www.dhs.gov/dhspublic/display?theme=37>

- ★ **Veterans Administration:**

<http://www1.va.gov/oamm/oa/dbwva/index.cfm>

- ★ **National Guard:**

<http://www.nationalguardcontracting.org/ebs/advertisedsollicitations.asp>



Finding Opportunities

General Services Administration (GSA)

GSA is the contract source for billions of dollars worth of commercial products and services for federal agencies.

- ★ Services: consulting; staffing; IT; disaster relief; law enforcement, fire & security; travel/transportation
- ★ Products: vehicles/watercraft; tools, hardware & machinery; buildings/building materials; furniture, lab & medical supplies, office supplies/equipment; electronics; IT products
- ★ Obtain a *GSA Schedule* to be a GSA “vendor”

<http://www.gsa.gov>

Search schedules to see where/if you fit in:

<http://www.gsaelibrary.gsa.gov/ElibMain/ElibHome>

The Acquisition Process: How the Government Buys



Acquisition Process:

How the Government Buys

TOPICS:

- Federal Acquisition Regulation
- Procurement Methods
 - Simplified
 - Sealed Bidding
 - Negotiated Bidding





Acquisition Process:

Federal Acquisition Regulations (FAR)

- ❑ Creates the policies and processes that govern any federal procurement of goods and services
- ❑ Contracting language that protects the Government and protects the contractors
- ❑ Divided up into 53 parts
- ❑ <https://www.acquisition.gov/Far/>



Acquisition Process:

Procurement Methods

- Simplified Acquisition Procedures (SAP)
 - FAR Part 13
 - Does not exceed Simplified Acquisition Threshold of \$150,000
 - Simplified Acquisition Methods
 - Purchase cards
 - Purchase orders
 - BPAs
 - Request for Quotations (RFQs)
 - Price is the primary factor unless otherwise stated

Acquisition Process:

Procurement Methods

Sealed Bidding

- FAR Part 14
- Invitation for Bid (IFB)
- Firm-fixed-price
- All bids must arrive on time
- Bids publicly opened
- No discussions
- Evaluated on price or price-related factors



Acquisition Process:

Procurement Methods

- Negotiated Bidding
 - FAR Part 15
 - Request for Proposals (RFPs)
 - Evaluation criteria – Best Value
 - Cost or Price
 - Past Performance
 - Technical
 - Cost information
 - Small business subcontracting
 - Allows for discussions



Acquisition Process

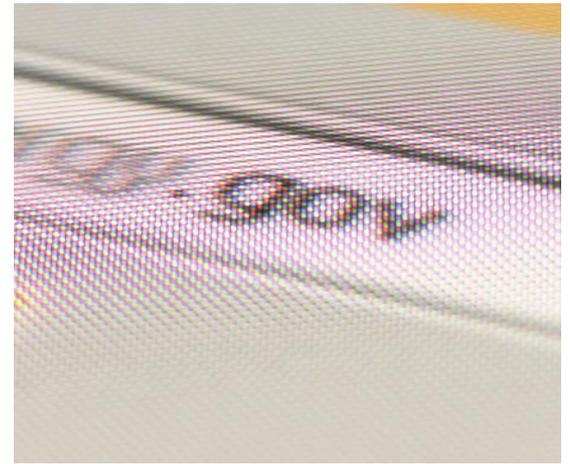
Tips When Reviewing Solicitations

- ★ **Read the solicitation carefully – Read it again!**
- ★ **Know your market for pricing.**
- ★ **Obtain a procurement history report from PTAC or agency – if available.**
- ★ **Who was awarded the contract previously?**
- ★ **Attend pre-bid meeting and/or walk-through (construction and service contracts)**
- ★ **Get clarification of ambiguities or mistakes in the bid package from the contracting officer.**
- ★ **Consider costs for: packaging, shipping, marking, RFID, delivery, overhead, material, labor, transportation, travel**
- ★ **Direct questions to contracting officer**
- ★ **Proof read!**
- ★ **Contact the PTAC for assistance/advice**

Government Resources

Business Resources

- www.sba.gov
- www.ptacsofmichigan.org
- www.aptac-us.org
- www.wid-mich.org
- www.ndia-mich.org
- www.dla.gov
- www.fbo.gov
- <http://www.tacom.army.mil>
- <http://www.census.gov/eos/www/naics/>
- <http://www.usaspending.gov/>
- <https://www.fpds.gov>
- www.vetbiz.gov



Questions?

