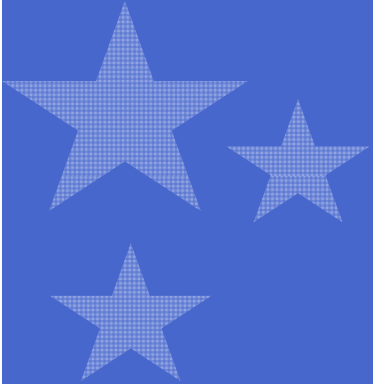


FEDERAL GOVERNMENT CONTRACTING BASICS



Presented by
Kathryn Lobdell
Procurement Counselor
919-715-7373 x611
SBTDC's Procurement Technical
Assistance Center (PTAC)

NC Procurement Technical Assistance Center





AGENDA

- **Reminder to turn cell phones to vibrate**
- **Hold questions until the end please**
- **SBTDC and PTAC Services**
- **Intro to the Government Market**
- **How Federal Agencies Purchase**
- **Steps to Sell to the Federal Government**
- **SB Resources**



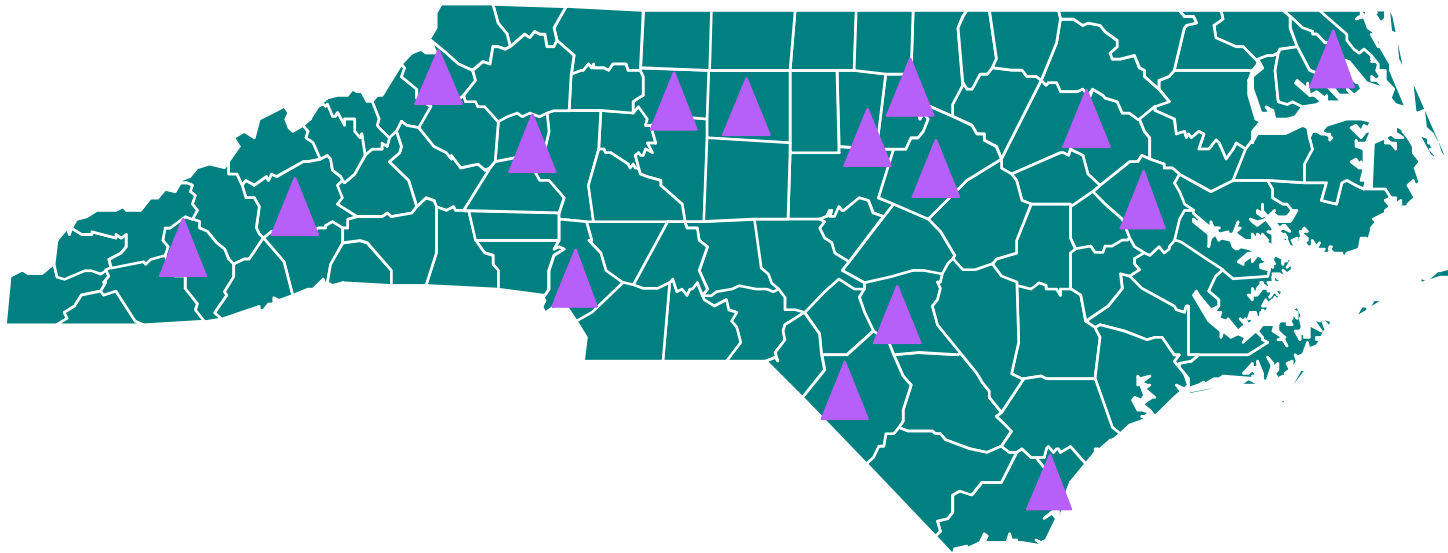
Small Business & Technology Development Center (SBTDC)

- **Confidential one-on-one counseling**
- **General Business - planning, marketing, financing, human resources & operations**
- **Management Education Services**
- **Export Financing Assistance**
- **Technology Development and Commercialization**
- **Boating Industry Services**
- **Government Procurement Assistance**
 - Procurement Technical Assistance Center (PTAC)

www.sbtfdc.org



Statewide Offices



Asheville, Boone, Chapel Hill, Charlotte, Cullowhee, Durham, Elizabeth City, Fayetteville, Greensboro, Greenville, Hickory, Pembroke, Raleigh, Wilmington, and Winston-Salem

PTAC assists you in . . .

- Understanding government rules and regulations
- Completing mandatory registrations and certifications
- Researching award histories
- Identifying contracting opportunities
- Reviewing bids and proposals
- GSA Contracts and schedules
- Selling to the federal, state and local government



http://www.sbtcdc.org/services/gov_procurement.asp



Is the Government Market for Me?

- **What a Government Contract can do for your business**
 - Diversify your customer base
 - Cover overhead costs
 - Even out cash flow
- **What a Government Contract can not do for your business**
 - Jump-start your business
 - Save your business
 - Be the sole source of your business



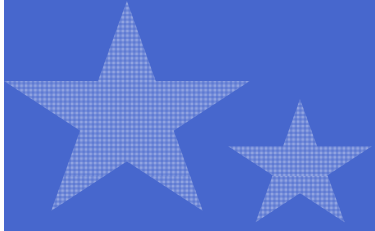
Fiscal Year Expenditures (\$340+ billion market)

- **Department of Defense – \$229 billion**
- **Department of Energy – \$22 billion**
- **General Services Administration – \$13.7 billion**
- **National Aeronautics and Space Administration – \$12.5 billion**
- **Health & Human Services – \$7.7 billion**
- **Veterans Affairs – \$7.3 billion**



Purchases by Category

- **36% - Services (Engineering, R&D, Management, Business, Health)**
- **35% - Supplies and Equipment**
- **19% - Agriculture, Transportation, Communications, Utilities, Finance and Administration)**
- **7% - Construction**
- **3% - Wholesale/Retail**



Why the Government?

- **Product or Service they use or could use?**
- **Why should the government purchase from you?**
 - **Can you deliver on time?**
 - **Can you offer a low price?**
 - **Capacity to perform?**
- **Preference Program?**
- **Subcontractor?**
- **What Percent of your revenue base?**



How The Federal Government Buys

Types of Procurement Micro-Purchases

- Purchases Less than \$3000 (supplies), \$2500 (services) and \$2000 (construction)
- Credit Card transactions or purchase orders
- Open to large and small business
- Competition not required
- Approximately 700,000 cards issued
- \$18 billion in annual sales





Simplified Acquisitions

- **Purchases \$3000 up to \$100,000**
- **Reserved for small businesses**
 - **8(a), HUBZone and SDVOSB companies**
- **Informal buys up to \$10,000-\$25,000**
 - **Informal advertisement required**
- **Formal advertisement required in FBO for purchases over \$25,000**
- **Sources Sought/Presolicitation/Synopsis**
- **Request for Quote (RFQ) or IFB**

Large Contract Bids

- Purchases over \$100,000
- Open to large and small businesses
- Rigid process/well defined requirements
- Can be set-aside for SB, 8(a), HUBZone and SDVOSB companies
- Invitation for Bid (IFB)
 - Used for sealed bids
 - Advertisement is required
 - Negotiations are NOT permitted
- Request for Proposal (RFP)
 - Advertisement is required
 - Negotiations are permitted



Steps to Government Contracting

- **Registration**
- **Opportunities**
- **Marketing**
- **Contacts**
- **Rules/Regs**
- **Bidding**
- **Performance**





Registration Acronyms

- **NAICS** – North American Industrial Classification System
- **SIC** – Standard Industrial Classification
- **NIGP** – National Institute Government Purchase
- **FSC** – Federal Supply Classification
- **PSC** – Product Service Code
- **TIN** – Tax Identification Number
- **DUNS** – Data Universal Numbering System
- **CCR** – Central Contractor Registration
- **ORCA** – Online Representations & Certifications Application



Codes for Size Standard

- **Identify your North American Industry Classification System (NAICS) codes**
https://eweb1.sba.gov/naics/dsp_naicssearch2.cfm
 - Identifies your industrial classification
 - Applicable for US, Canada, Mexico
- **Determine if you are a “small” business**
 - Varies by industry
 - Based on revenue or number of employees



More Codes

- **Identify Federal Supply Codes (FSC) & Product Service Codes (PSC)**

www.softshare.com/tables/pscs

- **Classification system**
- **Numbers 10 to 99 used for Products**
- **A-Z used for Services**
- **Use in FBO to search for bid opportunities**



Registrations -- CCR

- **Register via Central Contractor Registration [CCR] www.ccr.gov**
 - Must have Dun&Bradstreet #:800-333-0505
 - Mandatory requirement – authorizes Electronic Funds Transfer
 - Assigns Commercial & Government Entity Code (CAGE Code)
 - User ID and Password
 - Required Annual Update



Registrations – SBA Profile

- **Dynamic Small Business Search**
 - Small Business Directory
 - Used by federal contracting personnel
 - Used by prime contractors
 - Access available only through CCR system
- **Vendors should include ...**
 - Capabilities Narrative
 - Keywords
 - Performance History References



Registrations - ORCA

- **Complete Online Representations and Certifications Application (ORCA)**
www.bpn.gov - under Vendor
- **Active CCR required**
 - Must have MPIN (Marketing Partner ID Number)
 - 9 digit alphanumeric (no spaces or symbols) vendor makes up
 - Yearly update required





Registration

SBA -- Preference Programs

- **8(a) Business Development Program**
www.sba.gov/8abd
- **Historically Underutilized Business (HUBZone)**
<https://eweb1.sba.gov/hubzone/internet/index.cfm>
- **Small Disadvantaged Business (SDB) Program**
www.sbaonline.sba.gov/sdb
- **Women Owned Business Program**
www.sba.gov/women
- **Veterans Business Program**
www.vetbiz.gov



So many agencies.....



U.S. COAST GUARD





Research Opportunities

- **Research Past Purchases and Identify Current Procurement Opportunities**

- Federal Business Opportunities (FBO)

www.fbo.gov

- GSA Federal Procurement Data Center

<https://www.FPDS.gov>

www.fedspending.gov

FPDS - Next Generation

The screenshot displays the FPDS Next Generation website interface, which is organized into three main columns. The top navigation bar features the FPDS Next Generation logo on the left and three menu items: 'Log In', 'What's New', and 'Top Requests'. The 'Log In' column contains input fields for 'Log-In:' and 'Password:', a 'Log In' button, and links for 'Forgot Your Password?', 'Security and Privacy', 'About FPDS-NG', and 'Contact Help Desk'. The 'What's New' column features a lightbulb icon and contains several news items: 'New government wide standard reports and improved adhoc reporting is now available.' with a link for more information; 'DoD Data Availability' with a link for more information on using and importing XML data archives; and 'To read this month's FPDS-NG Information Center newsletter, click here.' with a link to the newsletter. The 'Top Requests' column features a star icon and lists 'Current top requests:' including 'Hurricane Katrina Contracts', 'Hurricane Rita Contracts', 'Other Hurricane/Disaster Relief', 'Trending Analysis Report for the Last 5 Years', 'FPDS-NG Transaction and User Statistics', and 'Performance Based Statistics'. A large FPDS Next Generation logo is positioned at the bottom right of the page.



Opportunities via Internet

- **Check agency websites for...**
 - Informal requirements \$2500 up to \$25,000
 - Procurement forecast information
 - General information about the agency
- **Use Federal Acquisition Jumpstation to locate agency websites**

<http://prod.nais.nasa.gov/pub/fedproc/home/html>

Federal Acquisition Jumpstation

Your link to federal acquisitions on the Internet

Welcome

Departments of the Executive Branch:

[Agriculture](#) / [Commerce](#) / [Defense](#) / [DLA](#) / [Air Force](#) / [Army](#) / [Navy](#) / [Education](#) / [Energy](#) / [Health & Human Services](#) / [HUD](#) / [Interior](#) / [Justice](#) / [Labor](#) / [State](#) / [Transportation](#) / [Treasury](#) / [VA](#)

Independent Agencies of the Executive Branch:

[Consumer Product Safety Commission](#) / [GPO](#) / [EPA](#) / [FCC](#) / [GSA](#) / [NASA](#) / [National Coordination Office for High Performance Computing & Communications](#) / [National Science Foundation](#) / [NTSB](#) / [NRC](#) / [Social Security Administration](#) / [U.S. Agency for International Development \(USAID\)](#) / [U.S. Postal Service](#)

Other Acquisition Information:

[Procurement Assistance](#)

Procurement and Acquisition Sites by Contracting Activity

[FedBizOpps](#) - Federal-wide entry point to business opportunities NEW

Departments of the Executive Branch:

Department of Agriculture

- [USDA Procurement](#)
- [USDA Points of Contact and Business Opportunities Information](#)
- [Agricultural Research Service](#)
- [Farm Service Agency](#)
- [Rural Business-Cooperative Service](#)

Department of Commerce

Finding Opportunities

- **Army Single Face to Industry (ASFI)**
<https://acquisition.army.mil/asfi>
- **Air Force Small Business Online**
<http://selltoairforce.org>
- **Surface Deployment & Distribution Command (SDDC) - transportation**
 - www.sddc.army.mil
- **U.S. Army Corps of Engineers**
 - www.usace.army.mil
- **Special Operations Acquisition & Logistics Center Special Forces**
 - <http://www.socom.mil/soal/k.htm>

*Welcome
To Fort Bragg*



www.bragg.army.mil/www-doc/Contractors

Information for Contractors

- [Active Contracts](#)
- [Acquisition Links](#)
- [Central Contractor Registration](#)
 - [Contracting Opportunities](#)
- [Contracting with Fort Bragg](#)
 - [Purchase Card Holders](#)
- [Recent Simplified Acquisitions](#)





**US Army Corps
of Engineers**

Wilmington District

Welcome to the US Army Corps of Engineers
Savannah District

<http://ebs.sas.usace.army.mil/AdvertisedSolicitations.asp>

Buying: Construction &
Engineering Services.
Trash Collection- Mowing
Janitorial
Generators. HVAC
Lumber
Computers

Small Business POC:

Leila Hollis (Savannah Office)

Deputy for Small Business

Phone: 910-912-652-6059

Email: Leila.Hollis@usace.army.mil



Subcontracting Opportunities

- **DoD Subcontracting Directory**

<http://permanent.access.gpo.gov/lps57820/www.acq.osd.mil/sadbu/index.html> - under Doing Business with DoD

- Lists Primes by state
- Provides conference information
- Small Business Specialists by state

- **SBA Subcontracting Directory**

<http://web.sba.gov/subnet>

- Prime contractors by state
- Prime contractor projects & requirements

SBA's SUB-Net

<http://web.sba.gov/subnet/>



The screenshot shows the SBA SUB-Net website. On the left is a dark sidebar with the SBA logo and 'SUB-Net' text, followed by four buttons: 'About SUB-Net', 'Search For Solicitation', 'See Award Results', and 'Post Solicitation'. The main content area features a large SBA SUB-Net logo, the text 'U.S. Small Business Administration Subcontracting Network', and links to 'Subcontracting Opportunities Directory' and 'SBA's PRO-Net'. At the bottom of the main area are links for 'DISCLAIMER' and 'Privacy Policy'.

Market Your Firm

- **Identify and target key agencies**
- **Promotional material**
 - Capability Statement; preference programs
- **Email, snail-mail, phone, fax, get the appt.**
- **Visit agency SB specialists/equivalents**
- **Effective communication**
 - In writing -- Signature Block – Web Site
- **Attend trade shows**





Points of Contact (POC)

- **Small Business Liaison Officer (SBLO)**
 - Prime contractor employee (Public Law 95-507)
 - Subcontracting plans have goals
- **Office of Small and Disadvantaged Business Utilization (OSDBU) and Small Business Specialists (SBS)**
 - Do not buy anything
 - Act as liaison between you and buyers
- **Procurement Contract Representative (PCR)**
- **Commercial Marketing Representative (CMR)**



NOT “Who do you know” BUT... Who knows you?

- **Contracting Officers (CO)**
 - Only person that can obligate the government
- **Contract Specialist or Administrator**
 - CO assistants
- **End Users**
 - Person that knows requirement best
- **Treasure Hunt: find the POC using on-line phone book; Logistics, Inventory, Supply**



Federal Resources

- **Federal Acquisition Regulation (FAR)**
 - <http://farsite.hill.af.mil/> | www.arnet.gov/far/index.html
- **Code of Federal Regulations (CFR)**
 - www.access.gpo.gov/nara/cfr/cfr-table-search.html
- **United States Code (USC)**
 - <http://uscode.house.gov/search/criteria.shtml>
- **Government acronyms**
 - <http://www.dau.mil/pubs/glossary/preface.asp>
- **Military Specifications and Drawings**
 - <http://dodssp.daps.mil>

Federal Acquisition Regulation (FAR)

- Establishes uniform policies and procedures for acquisition
- Used by all executive agencies
- Agency specific regulations (DoD, NASA, DOE)
 - Part 13 – Simplified Acquisitions
 - Part 14 – Sealed Bidding
 - Part 15 – Contracting by Negotiation
 - Part 19 – Small Business Programs



Bid/Solicitation Types

- **Request for Quote (RFQ)**
- **Invitation for Bid (IFB)**
 - Used for sealed bids
 - Advertisement is required
 - Negotiations are not permitted
- **Request for Proposal (RFP)**
 - Used when seeking creativity, different ideas or new ways of accomplishing a task
 - Advertisement is required
 - Negotiations are permitted



Before Bidding

- **Carefully Read the Terms and Conditions - don't overlook ...**
 - Financial information
 - References –Past Performance Experience
 - Insurance Requirements
 - Payment Terms
 - Performance
 - Default, Termination and Cancellation conditions



Bid Preparation

- **Obtain entire solicitation**
 - Supporting documents (specs, drawings, SOW)
 - Amendments too!
- **3 Rules in using the solicitation:**
Read it...Read it...Read it!!!
- **Make working copy of solicitation**
- **Attend pre-proposal site visits/meetings & walk-throughs**
- **Use checklists provided by agency**
- **Request a Procurement History**

Bid Preparation (cont'd)

- **Follow the prescribed procedures in the solicitation**
- **Direct questions to the Contracting Officer -- Get clarification of ambiguities**
- **Get key players involved in preparing the bid**
- **Have someone unfamiliar with the solicitation proofread your proposal/bid**





Bid Submission

- **Sign the bid/proposal**
- **Submit bid/proposal (if you deliver, check address)**
- **Submit original, keep copy**
- **Submit your bid on time in the prescribed manner**
- **Attend bid opening (if applicable)**



Unsuccessful Bidder

- Request a debriefing
- Ask critical questions
- Obtain bid abstract or tabulation
- Freedom of Information Act (FOIA)
- Learn from experience
- **Contact PTAC!**



Contract Award

- **Are you the low bidder?**
- **Is your bid/offer the Best Value?**
- **Is it a “Responsive” Bid?**
 - Submitted on time
 - Conforms to all requirements and specifications
- **Is it a “Responsible” Bid?**
 - Pre-Award Survey: Technical & production capability
 - Financial: accounts receivable, net worth, cash flow
 - Quality Assurance system
 - Inventory System
 - Packaging, Marking, Shipping
 - Performance record

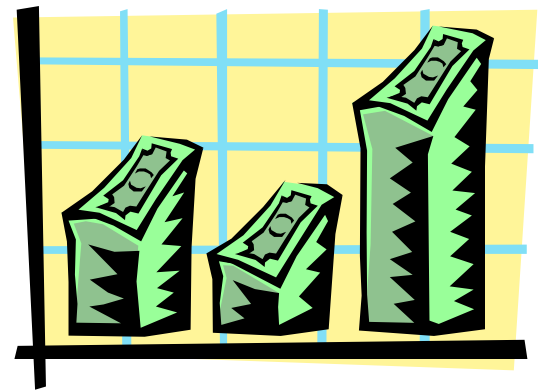


Contract Performance

- **Contingency Plans**
- **Have a back up plan if something goes wrong**
- **Give yourself enough time to react**
- **Anticipate Final Inspection**
- **Make an appointment before shipping date**
- **On-Time delivery**
- **Establish a good track record**

Getting Paid

- Know the paperwork process
 - WAWF
- Keep good records
- Know your options
 - Progress payments
 - Prompt Payment Act
- EFT (electronic funds transfer)
- Accept government credit cards





Where to Start?

- **Learn the process!**
- **Complete required registrations**
- **Identify your market**
- **Know what/how the agencies or prime contractors purchase what you sell**
- **Contact the OSDBU -- Office of Small & Disadvantaged Business Specialist**
- **Contact the PTAC for assistance**

Things To Remember

- **TARGET YOUR CUSTOMER:**
 - Who buys your product or service?
 - How do they buy?
 - When do they buy?
- **KNOW THE RULES :**
 - Federal Acquisition Regulations
 - Contract requirements and specifications
 - How to obtain Contract history
- **PERFORM AS PROMISED:**
On-time delivery, Good Quality, Fair & Reasonable \$





Seek Additional Assistance

- **SBA District Offices and Resource Partners**

www.sba.gov

- **SBTDC**

www.sbtdc.org

- **NC Military Business Center**

www.ncmbc.us

- **Procurement Technical Assistance Center (PTACs)**

www.sbtdc.org/services



Questions / Answers ??

