



# Market Research – A Strategy for Success

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# Market Research

## Some Basics

- Regulatory reference
- Responsibilities



# Market Research – Regulatory Reference

FAR Part 2.101 – [Definition of market research](#): Collecting & analyzing information about capabilities within the market to satisfy agency needs.

FAR Part 7.102 – [Acquisition planning policy](#): (a) Agencies **shall** perform acquisition planning and conduct market research (FAR Part 10) for all acquisitions...

FAR Part 10.001 – [Federal Market Research Policy](#) –

(a) Agencies **shall** --

(2) Conduct market research appropriate to the circumstances –...

(3) Use the results of market research to –

(i) Determine if sources capable of satisfying the agency's requirements exist;

(ii) Determine if commercial items or, to the extent commercial items suitable to meet the agency's needs are not available, nondevelopmental items are available

(vi) Determine whether consolidation is necessary and justified (see [7.107-2](#)) (15 U.S.C. 657q);

(vii) Determine whether bundling is necessary and justified (see [7.107-3](#)) (15 U.S.C. 644(e)(2)(A));



# Market Research – Regulatory Reference

## DFARS 210.001 – Department of Defense Market Research Policy

- (a) In addition to the requirements of FAR 10.001(a), agencies shall—
- (i) Conduct market research appropriate to the circumstances before—
    - (A) Soliciting offers for acquisitions that could lead to a consolidation of contract requirements as defined in [207.170-2](#); or
    - (B) Issuing a solicitation with tiered evaluation of offers (Section 816 of Pub. L. 109-163); and
  - (ii) **Use the results of market research to determine—**
    - (A) Whether consolidation of contract requirements is necessary and justified in accordance with [207.170-3](#); or
    - (B) **Whether the criteria in FAR Part 19 are met for setting aside the acquisition for small business or, for a task or delivery order, whether there are a sufficient number of qualified small business concerns available to justify limiting competition under the terms of the contract.** If the contracting officer cannot determine whether the criteria are met, the contracting officer shall include a written explanation in the contract file as to why such a determination could not be made (Section 816 of Pub. L. 109-163).



# Market Research – Responsibilities

Market Research is a critical responsibility of the **Requirement Planner**.

**Contracting Officers** ensure market research is appropriately accomplished to facilitate determination of the “Rule of Two”.

Small Business Professionals (**Small Business Specialist & Procurement Center Representatives** (PCRs)) assist and advise in the accomplishment of market research.

**Thus, market research is a team effort!**

Remember, **Market Research is not optional!**

# Market Research and Small Business Professionals



- As a Small Business Professional why do you care?
  - Best way to facilitate maximizing opportunities for small businesses
    - Engage with acquisition team
    - Support development of small business strategy for the acquisition

# Market Research and Small Business Professionals



As a Small Business Professional how do you advise and assist?

## **Lead the market research team**

- Facilitate the development of a formal Market Research Strategy/Plan document



# Market Research Strategy Development

## Market Research Strategy Development

Why a structured strategy/plan makes sense:

- Defines what needs to be accomplished
- Documents common understanding of expectations
- Fosters consensus in approach
- Establishes an executable process
  - To what degree
  - By whom
- Generates greater objectivity in the market research outcomes
  - Minimize/eliminate POs (personal opinions) and PPs (personal preferences)
- Frames the content of the Market Research Report





# Market Research Strategy Development

Market Research Strategy /Plan - Where do I begin?

# Market Research Strategy Development



1. A brief statement of the need; what needs to be purchased



# Market Research Strategy Development

## 2. The members of the market research team

- Name
- Organization
- Functional area/expertise



# Market Research Strategy Development

3. Address how to determine what is already known
  - Review existing contract(s)
  - Review contract support information/documents
    - Status reports
    - Payment records
  - Talk to customer/others with historical knowledge



# Market Research Strategy Development

4. A concise description of the desired outcomes from conducting the market research; what does the market research need to tell us?

- Depends upon why market research is being accomplished
  - Defining/refining the requirement
  - Seeking sources



# Market Research Strategy Development

5. Given the desired outcomes, what are the means for achieving them; how will we find out what we need to know (market research methods/techniques)?

For example:



# Market Research Strategy Development

- ✓ Query Government databases (**Note: know the appropriate North American Industrial Classification System (NAICS) code(s) in advance**)
  - [www.contractdirectory.gov](http://www.contractdirectory.gov)
  - Dynamic Small Business Search (DSBS)
  - System for Award Management (SAM)
  - Federal Procurement Data System – Next Generation (FPDS-NG)
  - Federal Business Opportunities (FBO)
- ✓ Contact other agencies (including possibly state and local Governments) with the same or similar requirements
- ✓ Confer with the Procurement Technical Assistance Center
- ✓ Publish a Request for Information (RFI)
- ✓ Publish a Sources Sought Notice (SSN)
- ✓ Host a Pre-proposal conference/Industry Day
- ✓ Other as appropriate



# Market Research Strategy Development

6. Who will accomplish each market research method/technique?

- Match technique(s) with desired outcome(s)





# Market Research Strategy Development

7. Assign responsibility for conducting and documenting analysis of market research results.

- Who will be responsible for doing what
- Timeline for completion



# Market Research Strategy Development

## 8. Consolidate analysis findings/conclusions into the Market Research Report

- Who
- Timeline for completion



# A Market Research Strategy/Plan Live

## New Requirement for Cybersecurity Multi-Factor Authentication

Need a Multi-Factor Authentication (MFA) password management system to protect 500 servers. The system must work with the existing Private Information Validation (PIV) ID badge, creating both a high level of MFA cybersecurity and user accessibility.

Contract type: Indefinite Delivery, Indefinite Quantity (IDIQ)

Task order pricing type: TBD

Contract period: 12 month base period and five 12 month options

Estimated cost: \$13 million

NAICS: 541512 – Computer Systems Design Services (Size Standard of \$27.5M) or 511210 – Software Publishers (Size Standard of \$38.5M)

PSC: D310 - IT and Telecom-Cyber Security and Data Backup



# Summary

## A Market Research Strategy/Plan:

- Establishes a roadmap for success
- documents the intent and desired outcomes for the research effort
- Gathers buy-in from stakeholder parties
- Frames the content of the Market Research Report

## Design a market research strategy that's "small business friendly"

- Not complicated and burdensome
- FAR Part 10.001 (b) When conducting market research, agencies should not request potential sources to submit more than the minimum information necessary

