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OFFICE OF SMALL AND DISADVANTAGED BUSINESS UTILIZATION

[www.hhs.gov/smallbusiness/](http://www.hhs.gov/smallbusiness/)

SMALL BUSINESSES ARE THE  OF THE ECONOMY

# 101 for Contractors New to the Federal Marketplace

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# Policy Statement

**It is the policy of the United States, as stated in the Small Business Act, that “all” small businesses have the maximum practicable opportunity to participate in providing goods and services to the government.**



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## SBA Legislation

- To ensure that small businesses get their fair share, SBA:**
- **negotiates annual procurement goals with each federal agency;**
  - **reviews each agency's results; and**
  - **is responsible for ensuring that the statutory government-wide goals are met.**



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# Government Wide SB Goals

- **Small business - 23 %**
- **SDB - 5 %**
- **WOSB - 5 %**
- **HUBZone – 3 %**
- **SDVOSB - 3 %**



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## FY13 Small Business Report

FDA Total Acquisition Obligation: \$1,088,328,476

Program	FY12 Goals	FY12 Percentage Achieved	FY13 Goals	FY13 Percentage Achieved
<b>SB</b>	<b>35%</b>	55.90%	<b>35%</b>	48.62%
<b>SDB</b>	<b>5%</b>	34.70%	<b>5%</b>	30.76%
<b>WOSB</b>	<b>5%</b>	16.55%	<b>5%</b>	9.91%
<b>HUBZone</b>	<b>3%</b>	3.59%	<b>3%</b>	2.46%
<b>SDVOSB</b>	<b>3%</b>	4.68%	<b>3%</b>	2.16%



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# Getting Started – Basic Questions

- 1. Who can help me understand the federal procurement process?**
- 2. Which government agencies buy my products and services?**
- 3. How do I get in touch with them?**
- 4. How do I market them?**



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# Getting Started – Basic Answers

## Answer to Question #1 (understanding the procurement process)

- **There are numerous resources available to vendors to help learn or improve their understanding of federal contracting.**



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# Getting Started – Basic Answers

## Answer to Question #2 (who buys what I sell)

- **The federal government spends billions annually on products & services ranging from paperclips to complex space vehicles**
- **As a whole, the federal government is made up of executive agencies and each agency is broken down into various components.**





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# Getting Started – Basic Answers

**Answer to Question #2 who (in FDA) buys what I sell)**

- ***Information Technology and telecommunications?***
- ***Professional, scientific, and technical services ?***
- ***Laboratory supplies, equipment ?***



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# Getting Started – Basic Answers

## Answer to Question #3 – Getting in Touch

- Check out the agency websites & publications:
  - <http://www.fda.gov/ForIndustry/default.htm>
- Enacted Laws



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# Getting Started – Basic Answers

## Question #3 – Keeping in Touch:

- [www.sam.gov](http://www.sam.gov)
- [www.sba.gov/dsbs/](http://www.sba.gov/dsbs/)
- [sba.gov/subnet](http://sba.gov/subnet)
- [www.fedbizopps.gov](http://www.fedbizopps.gov)
- [www.fedbid.com](http://www.fedbid.com)



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# Getting Started – Basic Answers

**Answer to Question #4 – How do I market them?**

- **KNOW THE AGENCY!**
- **Focus on 2-3 agencies & allow 18-24 months for relationship building.**
- **Small Business Specialists**
- **Participate in:**
  - **Targeted Outreach Activities**
  - **Local Conferences/Trade Shows**



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# Getting Started – Basic Answers

## Answer to Question #4 – How do I market them?

### Develop a Marketing Plan/Strategy

- **Subcontracts**
- **Prime Contracts**
- **Teaming/Joint Ventures**
- **Mentor Protégé Agreements**
- **Pre-existing Contract Vehicles**



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## Basic Information

**Dollar amounts & methods of procurement you should know about:**

- **Up to \$3,000 – Micropurchase (credit card)**
- **\$3,001-\$150,000 – Simplified Acquisition Procedures (SAP)\***
- **Over \$150,000 – Formal Contracting Procedures**



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## Small Business Procurement Programs

- **8(a) Program set-aside**
- **HUBZone Program set-aside**
- **SDVOSB Program set-aside**
- **WOSB & EDWOSB set-aside**
- **Small Business set-aside**



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## Small Business Procurement Programs

Currently, there is no way to limit the competition to:

- SDB
- VOSB

Therefore, marketing is critical!





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## The “Model” Small Business Firm

**Working in the federal marketplace understands:**

- **Core competencies**
- **Marketing and relationship building**
- **Schedules/Multiple award contracts**
- **Open Market procurement (FEDBIZOPPS)**
- **Prime contracting**
- **Subcontracting**



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## The “Model” Small Business Firm

**Equipped to do business with the Government:**

- **Accepts the government purchase card (Visa or Mastercard)**
- **Has good marketing materials**
- **Has a niche (What’s yours?)**
- **Has resources (people, equipment)**
- **Is web savvy**
- **Is registered in Government pre-existing databases (SAM, SBA’s Dynamic Small Business Search, Fedbizopps)**



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## In Summary What Really Works...

- **Relationships**
- **Networking**
- **Multiple Contracting Vehicles**
- **Continuous Marketing**
- **Being Prepared**
- **Get Involved**
- **Past Performance**
- **Share Information**
- **Patience**
- **Persistence**



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## Hot Tip!

***Home work always comes before success in the dictionary & Small Business Procurement!***



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NAICS	TTL \$	SB	SDB	WOSB	HUBZone	SDVOSB
541810	\$343,372,920.53	\$152,760,114.00	\$152,760,114.00	\$0.00	\$0.00	\$0.00
541519	\$158,786,274.86	\$95,730,291.91	\$16,252,270.73	\$14,551,905.78	\$3,639,003.63	\$4,681,095.89
541611	\$87,547,786.24	\$21,877,825.24	\$14,493,788.54	\$7,226,780.68	\$3,021,093.40	\$8,292.00
541513	\$77,509,949.67	\$43,115,420.67	\$31,081,736.36	\$11,962,275.49	\$0.00	\$12,011,907.61
541512	\$55,413,613.32	\$33,065,170.57	\$29,543,168.08	\$18,538,600.30	\$262,137.50	-\$4,940.23
334516	\$51,375,746.30	\$25,990,214.30	\$9,506,183.74	\$3,146,147.73	\$1,286,895.38	\$1,393,788.86
541820	\$36,203,837.14	\$36,168,992.14	\$35,884,068.00	\$284,924.14	\$0.00	\$0.00
923120	\$33,241,083.01	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
541990	\$31,396,018.75	\$7,345,995.70	\$7,651,064.60	\$1,273,507.45	-\$74,210.52	-\$638,977.78
541712	\$27,922,233.27	\$3,720,885.29	\$333,792.32	\$69,679.00	\$1,000.00	\$0.00
518210	\$27,017,787.21	\$21,957,357.16	\$17,293,208.74	\$1,603,229.31	\$0.00	\$1,139,941.12
541511	\$23,153,093.48	\$22,103,969.89	\$19,192,848.08	\$5,397,902.19	\$359,870.82	\$69,854.04
443120	\$19,773,532.28	\$17,514,035.98	\$243,942.68	\$15,545,670.10	\$15,732,299.81	\$11,199.04
524114	\$19,271,223.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
926150	\$19,180,371.64	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
541711	\$15,361,666.33	\$12,111,951.56	\$1,993,674.82	\$212,665.20	\$0.00	\$0.00
561210	\$15,143,428.59	\$15,138,998.39	\$11,921,989.02	\$7,897,263.39	\$338,700.77	\$69,525.00
541690	\$11,264,271.92	\$4,458,560.05	\$1,553,329.59	\$1,459,728.07	\$0.00	\$0.00
334111	\$10,636,031.23	\$4,023,168.58	\$36,222.11	\$101,553.19	\$28,462.50	\$0.00
337214	\$9,290,606.27	\$9,250,191.55	\$16,239.27	\$7,460,269.67	\$46,327.60	\$54,001.34
541380	\$5,085,873.86	\$937,077.10	\$26,218.10	\$54,015.00	\$0.00	\$0.00
511210	\$4,734,889.39	\$3,996,536.03	\$685,129.91	\$264,805.93	\$77,595.59	\$0.00
561450	\$4,632,286.57	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
811219	\$4,594,331.40	\$1,539,562.12	\$356,061.67	\$131,535.21	\$0.00	\$35,814.00
221210	\$4,374,861.02	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00



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## Useful links

[www.sba.gov/gcclassroom](http://www.sba.gov/gcclassroom)

<http://www.fda.gov/AboutFDA/business/default.htm>

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

<http://www.aptac-us.org/new/index.php>

[www.sba.gov](http://www.sba.gov)

<http://www.score.org/>

[www.hhs.gov/about/smallbusiness/](http://www.hhs.gov/about/smallbusiness/)

[https://www.fpds.gov/fpdsng\\_cms/](https://www.fpds.gov/fpdsng_cms/)

[www.sam.gov](http://www.sam.gov)

<http://www.fda.gov/ForIndustry/default.htm>

[www.fedbid.com](http://www.fedbid.com)

[www.fedbizopps.gov](http://www.fedbizopps.gov)

<http://www.sba.gov/sbdc/>



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