



DOING BUSINESS WITH THE **MARINE CORPS**



OFFICE OF SMALL BUSINESS PROGRAMS (OSBP)

The Marine Corps Systems Command Office of Small Business Programs is the gateway for small businesses. This includes veteran-owned, service-disabled veteran-owned, HUBZone, small disadvantaged and women-owned small businesses. Over the past five years, the Command has met or exceeded nearly all of its Federal Small Business targets. Small Business and a competitive, healthy industrial base are vital to the long-term success and affordability of the Department of the Navy, as well as to our national security.

For more information, call (703) 432-3946 or 3944, or email mcsosbp@usmc.mil.
Or visit our website at: <http://go.usa.gov/3xKmT>.



TAPPING INTO SMALL BUSINESS IN A BIG WAY

**A LETTER FROM
SECRETARY SEAN J. STACKLEY**
*Assistant Secretary of the Navy
(Research, Development and Acquisition)*

Small Business and a competitive, healthy Small Business industrial base are vital to the long-term success and affordability of the Department of the Navy (DoN) as well as to our national security. The evidence is overwhelming that where affordability is paramount, a strategy that includes Small Business creates more affordable outcomes and promotes innovation and technical advancement.

Beyond meeting our goals in a single year, however, the opportunity to further improve our performance with Small Business warrants appropriate priority across DoN program offices and buying commands alike. The reality is that there is wide variance in the employment of Small Business across the DoN. Simply put, those commands that design Small Business into their contracting strategies and that actively, directly engage Small Businesses in the course of addressing their requirements prove to be most successful in meeting not merely their Small Business goals - but their program requirements. With this best practice in mind, I am directing each Head of Contracts Activity (HCA) and Program Executive Office (PEO) to formulate their Small Business strategy, clearly identifying how they will incorporate and promote Small Business participation as prime contractors and through sub-contract provisions across the breadth of contracts under their purview. This Small Business strategy should include measurable performance objectives, such as contract type, estimated value, schedule for award, and plan for competition.

The Small Business Innovative Research (SBIR) and Small Business Technology Transfer (STTR) program requires unique consideration. While the Navy leads DoD in this effort, more deliberate stewardship of each phase of the program would lead to improved SBIR Phase III transitions and thus, greater return on investment from Navy R&D. An apparent impediment is the requirement by Navy and Marine Corps Acquisition Regulations Supplement (NMCARS) for Justification & Approval for use of other than full and open competition for SBIR Phase III transitions. To alleviate confusion over the appearance of conflicting guidance with regard to competition objectives, I want to make it clear that SBIR/STTR Phase III sole source awards are an authorized exception to competition and contracts officers are encouraged to employ this exception where such action meets a program's requirements.

To support this effort, within each program I am formally assigning each deputy program manager as the Small Business Advocate responsible for identifying opportunities within the program for Small Business participation, serving as technical point of contact for Small Businesses interested in pursuing these opportunities, and for management of SBIR and STTR within their cognizance.

I look forward to reviewing PEO (and SSP) Small Business Strategies in concert with quarterly program updates and will separately schedule reviews with HCAs on distribution commencing next quarter. The Director, DoN Office of Small Business Programs, is my point of contact for additional support in developing tools and resources to achieve these objectives.

Sean J. Stackley

RECOMMENDATIONS FOR SMALL BUSINESSES

- ▶ Perform market research! Study and know the agency you are marketing your products and services to
- ▶ Understand what products and services the agency procures on an annual basis by performing market research using the following tools:
 - Federal Procurement Data System – Next Generation (FPDS-NG) https://www.fpds.gov/fpdsng_cms/
 - Federal Funding Accountability and Transparency Act (FFATA) <http://www.ffata.org/ffata/>
 - Federal Business Opportunities (FEDBIZOPPS) <https://www.fbo.gov/>
- ▶ Know your competition (both large and small)
- ▶ Measure your small business against your industry peers (both large and small) and consider teaming relationships
- ▶ Find out what certifications your competitors have and do whatever is necessary to obtain them (i.e., CMMI Level III; ISO 9000, etc.)
- ▶ Invest in yourself and your small business through the attainment of professional certifications and acquisition training through Defense Acquisition University, ESI International and Management Concepts
- ▶ Attend Business Matchmaking events and meet with both government and large business representatives, <http://www.businessmatchmaking.com/>
- ▶ Attend Small Business Training Conferences such as:
 - Department of Defense Mentor Protégé Conference
 - Annual Government Procurement Conference in Washington, DC, every April
 - Sea Air and Space Expo
 - National Veteran’s Small Business Engagement
 - Navy Gold Coast Conference in San Diego, CA, in August
 - Small Business Pavilion at the Modern Day Marine Expo, Quantico, VA, in September
- ▶ Maintain your System for Award Management (SAM. GOV) registration, and keep your representations and certifications up to date
- ▶ Respond to Sources Sought and Request for Information (RFI) announcements in a timely manner using the following recommended format. We recommend preparing a response that demonstrates your capabilities and also demonstrates the “rule of two” at FAR 19.502-2(b).

Recommended format:

Introduce your company (leaving off the socio-economic information until that section) (One Paragraph)

Summary of overall capabilities (one or two paragraphs)

Demonstrate how your company and its teammates will perform the work described within the sources sought and/or requests for information (RFI)

Past performance section that includes responsive points of contact, contract numbers, email addresses and the summary of the work performed that is relevant to the sources sought and/or RFI.

Small business section (discuss socio-economic status, i.e., SDB, 8(a), SDVOSB, HUBZone, WOSB, VOSB, etc.)

List two small business competitors that are the same socio-economic type as follows: type of small business, company name, address, phone numbers, points of contact, email addresses, websites, and existing contract vehicles (i.e., GSA Schedule, SeaPort-e, etc.).

Conclusion

ABC Company has demonstrated within this response that it is capable of performing the requirements of the upcoming solicitation. ABC Company has also listed two of its primary competitors that are also SDVOSB, therefore in accordance with FAR 19.502-2(b), ABC Company recommends setting this requirement aside for SDVOSB concerns.

- ▶ Respond to all inquiries in a timely manner
 - Request post award conferences
 - Set expectations
- ▶ Work with your local Small Business Administration (<http://www.sba.gov/>) and Procurement Center Representative (<http://www.worldlawdirect.com/article/3028/procurement-center-representative-directory.html>), if applicable
- ▶ Work with your local Procurement Technical Assistance Program, Procurement Technical Assistance Centers Representatives. The PTAP/PTAC Program is sponsored by the Defense Logistics Agency (<http://www.dla.mil/db/procurem.htm>)
- ▶ Engage your Small Business Specialists as your allies; not your adversaries
- ▶ Focus on your capabilities and technical solutions to our requirements; not your small business status
- ▶ Find a unique skill or ability that you can meet and market that back to the government agency
- ▶ Establish a mentor protégé relationship with a large businesses
- ▶ Ask for a debriefing whether or not you are selected for a contract (FAR 15.506)
- ▶ Most important advice: perform; perform; perform

Solutions
Commerce

POWER UP YOUR PROPOSAL

- ▶ Read the solicitation in its entirety multiple times. Read and understand the Instructions to offerors, and comply with all of them.
- ▶ Prepare and include a compliance matrix to link the Instructions to offerors (Section L), Evaluation Criteria (Section M), and your proposal response, even if the solicitation (RFP) 306 doesn't ask for it. It ensures 100% compliance with the instructions and solicitation requirements.
- ▶ For your technical approach, you must explain "how" you will meet and exceed the Statement of Work (SOW) or Performance Work Statement (PWS) requirements. Do not rely on your past performance or experience performing similar work to demonstrate you can meet the technical requirements. If it's not on the paper within your proposal, it didn't happen.
- ▶ Choose your competitions wisely. Target only those solicitations for products and services that are in your niche market so that you can increase your probability of success.
- ▶ More doesn't equal better. Focus your proposal on the unique solutions and/or differentiators that your company offers when responding to the government's solicitation requirements.
- ▶ Ask questions! As soon as you see an issue with a solicitation/requirement, ask the question and always in writing. All procurements have timelines, and you are limited in your power to change the course by that statutory timeline.
- ▶ Have the appropriate security and facility clearances. Procurements wait for no man or woman, so don't expect to win or keep a contract if the requirement is for a clearance on day one of the contract award, especially if you do not have the security or facility clearances.
- ▶ Don't include additional terms and conditions or assumptions in your quotes as it could render your proposal non-compliant. If you want or need to clarify assumptions, do it before submitting your proposal by asking questions.
- ▶ Don't submit quotes or proposals with teaming partners' logos all over them. You are the prime! Your proposal should reflect your work.
- ▶ Attend Industry Days and Pre-proposal Conferences as it will give you a better understanding of the government's requirement. It's also a great way to network with other interested bidders for potential teaming arrangements.
- ▶ Constantly review your proposal for grammatical errors. Have different people from diverse backgrounds read your technical proposal for clarity, comprehension, and consistency and conciseness. It is important to submit a proposal that is completely free of errors.
- ▶ Do not use acronyms without spelling them out first! Do not assume that the proposal evaluators are familiar with a particular acronym, unless the acronym was used within the solicitation. When in doubt, spell it out, and provide a definition and/or context for all acronyms.

Agency Business
Research Perform
awarded industry



Small Business
the**FIRST**option



DOD SUBCONTRACTING PROGRAM: THE BASICS

Regulatory Requirements			
Authority:	<ul style="list-style-type: none"> Section 8(d) Small Business Act – 15 USC 637(d) 	Specifies that small businesses will have maximum practicable opportunity to participate in contract performance consistent with efficient performance	
	<ul style="list-style-type: none"> Section 15(g) Small Business Act – 15 USC 644(g) 	Specifies government-wide goals for contracts and subcontracts awarded to Small Business concerns	
Regulations:	<ul style="list-style-type: none"> FAR 19.7 / DFARS 219.7, Small Business Subcontracting Program and agency specific regulations FAR 52.219-8, Utilization of Small Business Concerns FAR 52.219-9, Small Business Subcontracting Plan FAR 52.219-16, Liquidated Damages DFARS 252.219-7004, Small Business Subcontracting Plan (Test Program) 	<ul style="list-style-type: none"> Small businesses will have maximum practicable opportunity to participate in contract performance consistent with efficient performance Subcontracting Plan requirement Comply in good faith with subcontract plan requirements Imposition of liquidated damages 	
	Utilization of SBs (FAR 19.708(a) / 52.219-8)	Subcontracting Plan (FAR 19.708(b) / 52.219-9)	
When?	<ul style="list-style-type: none"> Contracts > Simplified Acquisition Threshold (SAT) (\$150K) AND Subcontract opportunities exist 	<ul style="list-style-type: none"> Contracts > \$700K (\$1.5M construction) AND subcontract opportunities exist Modifications > \$700K (\$1.5M construction) with new work AND subcontract opportunities exist Multi-year contracts / contracts with options <ul style="list-style-type: none"> Cumulative value of base contract & all options SEPARATE goals for base & each option 	
Who?	<ul style="list-style-type: none"> ALL business concerns (including small businesses) 	ALL other than small business: <ul style="list-style-type: none"> Large business State & local government Non-profit organizations Including: <ul style="list-style-type: none"> Public utilities Educational Institutions Foreign-owned firms UNICOR/Ability One Gov't entities (Labs) 	
When not required?	<ul style="list-style-type: none"> For personal services contracts For contracts / modifications performed entirely outside US & outlying areas 	<ul style="list-style-type: none"> From small businesses For personal services contracts For contracts / modifications performed entirely outside US & outlying areas For modifications to contracts within general scope of the contract that do not contain FAR 52.219-8 (or equivalent prior clauses, e.g., contracts awarded before enactment of PL 95-507) If no subcontract opportunities, approval required level above CO & placed in contract file 	
Types of Subcontracting Plans (FAR 19.7 / 52.219-9 and related DFARS)			
Individual	Master	Commercial	Comprehensive
<ul style="list-style-type: none"> 1 contract – 1 plan Goals support planned subcontracting for 1 contract Covers entire contract period (including options) Contains mandatory elements Submit Subcontracting Reports <ul style="list-style-type: none"> Individual Subcontracting Report (ISR) or SF 294 if applicable, (semiannually) Summary Subcontracting Report (SSR) annually 	<ul style="list-style-type: none"> DCMA negotiates mandatory elements, excluding goals, and approves for DoD CO negotiates goals for each applicable contract Effective for 3 years after approval of Contracting Officer May be developed on a Plant / Division basis 	<ul style="list-style-type: none"> Preferred for contractors furnishing commercial items Applies to entire production of commercial items sold by either entire company or a portion thereof (Division, plant or product line) Based on contractor's FY Annual plan (applies to all Federal contracts in effect during that period) Contains mandatory elements Submit Subcontracting Reports <ul style="list-style-type: none"> SSR (annually) No ISR required 	<ul style="list-style-type: none"> DoD Test Program for Negotiation of Comprehensive SB Subcontracting Plans Similar to a commercial plan <ul style="list-style-type: none"> May be on a Plant, Division or Corporate basis Annual plan (applies to DoD contracts in effect during period) ONLY DCMA is delegated authority to negotiate plan & perform surveillance review functions (with input from MILDEPS / Defense Agencies) Submit Subcontracting Reports <ul style="list-style-type: none"> SSR (semiannually) No ISR required
Note: Plan and Goals must be approved <i>PRIOR</i> to contract award			



Mandatory Elements Included in Subcontracting Plan (FAR 19.7/52.219-9)

- Goals (% based on total planned subcontracting \$ for each SB category)
- Total \$ to be subcontracted (overall & by category)
- Description of principle types of supplies/services to be subcontracted (total & by category)
- Description of method used to develop subcontract goals
- Description of method used to identify potential SB sources
- Indirect Costs (included/not included) & methodology used to determine proportionate share of indirect costs for each category
- Name of individual administering subcontracting program & description of duties (*Where are they located organizationally?*)
- Description of efforts to ensure SB has an equitable opportunity to compete for subcontracts
- Assurances
 - Cooperate in studies / surveys
 - Submit reports, as required
 - Submit ISR (or SF 294) / SSR as required
- Record-keeping: description / procedures / process
- “Flow down” clauses & requirements for subcontract plans and related reports
 - 52.219-8 (Utilization of SB Concerns)
 - 52.219-9 (Subcontracting Plan)
 - ISR / SSR

Categories Included in Goals of a Subcontracting Plan

(as defined in FAR 19/26 and DFARS 252.219-7003)

Small business (SB) – located in U.S., organized for profit, including affiliates is independently owned & operated, not dominant in field of operations in which it is bidding on Government contracts, AND meets Small Business Administration (SBA) size standards included in solicitation. The size standard is based upon the North American Industrial Classification System (NAICS) assigned to the specific procurement dependent upon product/service purchased. **Self-certify FAR 52.219-9** also includes subcontracts awarded to Alaska Native Corporation (ANC) or Indian tribe, regardless of size or SBA certification status of ANC or Indian tribe. **DFARS 252.219-7003** also includes subcontracts awarded to qualified non-profit agencies approved by Committee for Purchase from People Who Are Blind or Severely Disabled, the independent federal agency that administers AbilityOne Program, formerly JWOD (Javits-Wagner-O’Day Act) (41 USC 46-48(c)).

Woman-owned Small Business (WOSB) – Small Business, at least 51% owned by ≥ 1 women, AND management & daily business operations controlled by ≥ 1 women. **Self-certify**

Historically Underutilized Business Zone (HUBZone) – Small Business, owned & controlled 51% or more by ≥ 1 U.S. citizens, **AND SBA-certified** as a HUBZone concern (principal office located in a designated HUBZone AND ≥ 35% of employees live in a HUBZone).

Veteran-Owned Small Business (VOSB) – Small Business, veteran-owned as defined in 38 USC 101(2), ≥ 51% owned by ≥ 1 veterans, AND management & daily business operations controlled by ≥ 1 veterans. **Self-certify**

Service-Disabled Veteran-Owned Small Business (SD-VOSB) – Small Business, veteran-owned, ≥ 51% owned by ≥ 1 service-disabled veterans, AND management & daily business operations controlled by ≥ 1 service-disabled veterans OR in the case of veteran with permanent & severe disability, the spouse or permanent caregiver of such veteran, AND with 0% - 100% service-connected disability as defined in 38 USC 101(16) & documented on DD 214 or equivalent. **Self-certify**

Small Disadvantaged Business (SDB) – Small Business unconditionally owned & controlled by ≥ 1 socially & economically disadvantaged individuals who are in good character & citizens of the U.S. **Self-certify**

FAR 52.219-9, SDB also includes: subcontracts awarded to Alaska Native Corporation (ANC) or Indian tribe regardless of size or SBA certification status of ANC or Indian tribe

DFARS 252.219-7003, SDB also includes:

- Work performed on Indian lands or joint venture with Indian tribe / tribally-owned corporation & meets requirements of 10 USC 2323a.
- Subcontracts awarded by a mentor firm, under the DoD Pilot Mentor-Protégé Program, to (1) protégé firms which are qualified organizations employing severely handicapped and (2) former protégé firms that meet the criteria in Section 831(g)(4) of P.L 101-510 (not more than 2 times SBA-specified maximum size & previous mentor-protégé agreement was not terminated for cause).

Subcontracting Resources

- Procurement Technical Assistance Centers (PTAC)
<http://www.dla.mil/SmallBusiness/Pages/ptac.aspx>
- DefenseLink ≥ \$5M award notices
<http://www.defenselink.mil/contracts>
- Electronic Subcontracting Reporting System (eSRS) <http://www.esrs.gov>
- “Tips for DoD contractors Submitting Reports”
<http://www.acq.osd.mil/osbp/sbs/esrs.shtml>
- Subcontracting Opportunities with DoD Major Prime Contractors
<http://www.acq.osd.mil/osbp/sb/dod.shtml>
- DAU Small Business Community of Practice (SB COP)
<https://acc.dau.mil/smallbusiness>
- FEDBIZOPPS <http://www.fbo.gov>
- SBA Subcontracting Opportunities Directory
<https://www.sba.gov/category/navigation-structure/contracting/contracting-opportunities/sub-contracting>

GOVERNMENT CONTRACTING: THE BASICS

CONTRACT TYPES

FAR Part 16

- **FIXED-PRICE:** sealed bidding or negotiated
- **COST-REIMBURSEMENT:** negotiated only
- Various types range from **FIRM-FIXED-PRICE** with contractor bearing most responsibility/risks for costs & profit to **COST-PLUS-FIXED-FEE** with contractor bearing less responsibility/risks for costs & profit (i.e., fee) is fixed
- See FAR Part 2 for language and definitions

SMALL BUSINESS SUBCONTRACTING

- A Small Business Subcontracting Plan is required:
 - From large businesses, when work is performed in U.S., not personal services
 - Contracts or mods >\$700,000 (\$1.5M for construction), if subcontracting possibilities
- Must be approved before award
 - Includes Small Business goals and designated Small Business Liaison Officer (SBLO)

SUBCONTRACTING OPPORTUNITIES

- FBO "Interested Vendors" list & award announcements
- DefenseLINK >\$5.5M award notices - www.defenselink.mil/contracts
- Small Business Liaisons - www.acq.osd.mil/osbp/sb/initiatives/subcontracting/participants.shtml

FEDERAL BUSINESS OPPORTUNITIES (FBO)

FAR Part 5 www.fbo.gov

- Most DoD & Federal contracting requirements and awards >\$25,000 are posted to FBO.
- FBO allows you to search by dates and/or type of notice, solicitation or award number, place of performance zip code, set-aside type, NAICS/FSC/PSC, Key words, selected agencies.
- Register for Vendor Notification Service by specific solicitation number, same selections as above, **All** notices (**caution**)

FEDERAL PROCUREMENT DATA SYSTEM (FPDS)

FAR Part 4 [WWW.FPDS.GOV](http://www.fpds.gov)

- FPDS-NG is one of the systems supplying procurement data to USASpending.gov. See FAR 4.606 for a list information and all contract actions to be reported.
- FPDS is an automated system used to collect and report on federal procurement spending:
 - Data is submitted via a contract writing system (CWS) or directly into FPDS using direct web input
 - Standard and ad hoc reports are available to be run by individuals
- The single authoritative repository for federal procurement award data

Be Familiar with Regulations

- Integrated Acquisition Environment (IAE)
- Federal Acquisition Regulations (FAR)
- Agency Supplemental Regulations
www.acquisition.gov
www.regulations.gov
- Defense Acquisition Regulation Supplement (DFARS)
www.acq.osd.mil/dpap
- Business Gateway Initiative (legal/regulatory info)
www.business.gov
- SBA Small Business Training Network (free courses)
www.sba.gov/services/training

COMPETITION TYPES

FAR PART 6

- **Full & Open Competition:**
All responsible sources may compete.
- **Full & Open Competition After Exclusions:**
Alternative sources, 8(a), HUBZone/SD-VOSB, small business set-asides
- **Other than Full & Open Competition:**
Sole source, Urgency, Industrial mobilization, International agreement, Statutory (includes 8(a), HUBZone, SD-VOSB), National security

CONTRACT METHODS

NOTE: Dollar thresholds change for contingency & Commercial

THRESHOLD	TYPE	ACTION
<\$3,500 (\$2,000 Davis Bacon; \$2,500 Service Contract Act)	Micro-Purchase	Not advertised
>\$3,500 <\$25,000 (\$2,000 Davis Bacon; \$2,500 Service Contract Act)	SAP	Not advertised (sometimes posted locally) Oral or Request for Quotation (RFQ) Normally reserved for small business
>\$25,000 <\$150,000	SAP	Advertised in FBO Oral or RFQ Normally reserved for small business set-aside
>\$150,000	Formal / Large Contract	Advertised in FBO Invitation for Bid (IFB) or Request for Proposal (RFP) Set-aside if ≥ 2 capable 8(a) / HUBZone / SD-VOSB/SB will submit offers @ fair market price

SAP - Simplified Acquisition Procedures



BASIC SMALL BUSINESS PROGRAMS

FAR PARTS 19 & 26

SMALL BUSINESS (SB) – Located in U.S, organized for profit, including affiliates is independently owned & operated, not dominant in field of operations in which it is bidding on Government contracts, AND meets Small Business Administration (SBA) size standards included in solicitation. Size standard is based upon the North American Industrial Classification Standard (NAICS) assigned to the specific procurement dependent upon product/service purchased.

WOMAN-OWNED SMALL BUSINESS (WOSB) – Small Business, at least 51% owned by ≥ 1 women, AND management & daily business operations controlled by ≥ 1 woman. **Small Disadvantaged Business (SDB)** – Small Business, unconditionally owned & controlled by ≥ 1 socially & economically disadvantaged individuals who are of good character & citizens of the U.S. AND SBA-certified.

SMALL DISADVANTAGED BUSINESS 8(A) CERTIFIED [8(A)] – Small Business, self-certified as a SDB, AND SBA-certified OR self-certified into the 8(a) Business Development Program for a period of 9 years.

HISTORICALLY UNDERUTILIZED BUSINESS ZONE (HUBZONE) – Small Business, owned & controlled ≥ 51% by U.S. citizens, SBA-certified as a HUBZone concern (principal office located in a designated HUBZone & ≥ 35% of employees live in a HUBZone).

VETERAN-OWNED SMALL BUSINESS (VOSB) – Small Business, veteran-owned as defined in 38 USC 101(2), ≥ 51% owned by ≥ 1 veterans, & management/daily operations controlled by ≥ 1 veterans.

SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS (SD-VOSB) – Small Business, veteran-owned, ≥ 51% owned by ≥ 1 service-disabled veterans, AND management & daily business operations controlled by ≥ 1 service disabled veterans OR in the case of veteran with permanent & severe disability, the spouse or permanent caregiver of such veteran, AND with 0% - 100% service-connected disability as defined in 38 USC 101(16) & documented on DD 214 or equivalent.

PROCESS FOR ACTIONS OVER \$150,000



SMALL BUSINESS CERTIFICATIONS

TYPE	ACTION
Small Business	Self-certify Set-aside authority
Woman-Owned Small Business	Self-certify (may change)
Small Disadvantaged Business [includes 8(a)]	Self-certify OR SBA certify 8(a) set-aside & limited sole source authority
HUBZone	SBA certify Set-aside & limited sole source authority; 10% price evaluation preference may apply
Service-disabled Veteran Owned SB	Self-certify Set-aside & limited sole source authority
Veteran Owned SB	Self-certify

All information deemed reliable but not guaranteed and should be independently verified. Marine Corps Systems Command or it's representatives cannot be held liable for any typographical errors, misinformation, or misprints and shall be held harmless. Neither the Department of the Navy nor any other component of the Department of Defense has approved, endorsed, or authorized this product.

SMALL BUSINESS

FEDERAL POLICY FAR 19.201

“It is the policy of the Government to provide maximum practicable opportunities in its acquisitions to small business.... concerns. Such concerns must also have the maximum opportunity to participate as subcontractors...”

ARE YOU READY?

Do you know your North American Industry Classifications (NAICS) & the small business size standards for each? Do you know your FSC/PSC Codes? Do you have a DUNS Number? Do you have a Business Plan and Marketing Plan? Are you registered in the System for Award Management (SAM)?

MARKETING TO THE NAVY AND MARINE CORPS

ARE YOU READY TO MARKET TO THE GOVERNMENT?

Identify Your Product / Service

Federal Supply Classification Code (FSC) or Product Service Code (PSC):

EX: D302 ADP systems development services

www.dlis.dla.mil/h2 or www.fbo.gov

Identify Your North American Industry Classification Codes

EX: 541512 Computer Systems Design Services

www.census.gov/eos/www/naics/

Determining SBA Size Standard

EX: 541512 \$25M average annual receipts preceding 3 yrs

NOTE: There is a separate size standard for each NAICS.

www.sba.gov/category/navigation-structure/contracting/contracting-officials/size-standards

DATA UNIVERSAL NUMBERING SYSTEM (DUNS)

- Mandatory for registering in SAM
- Provided by Dun & Bradstreet (D&B); free
- Web request & receive within 1 day; telephone request takes ~ 10 minutes
- Unique 9 digit identification # for each location/address & each legal division
- List sold to other companies; must contact D&B to request removal from marketing list fedgov.dnb.com/webform/ or call 866.705.5711

SYSTEM FOR AWARDS MANAGEMENT (SAM)

- All records from CCR/FedReg, ORCA, and EPLS, active or expired, were moved to SAM.
- Mandatory to receive DoD prime contract
- Allows electronic payment
- **Must renew annually or expires**
- Automatically assigns a Commercial & Government Entity (CAGE) Code
- Automatically assigns a Marketing Partner ID (MPIN) to access other government applications (EX: Past Performance Information Retrieval System, etc) www.sam.gov

SBA Dynamic Small Business Search

SBA's CCR merged with FedReg, ORCA, and EPLS in August 2012 into the new System for Awards Management (SAM). When registering in SAM, select "small business" & a sub-set of your SAM data will be sent to SBA for size validation and inclusion in DSBS.

- Recommend updating profile when renewing SAM information
- Complete a Quality profile
- Government uses DSBS to:
 1. Perform market research to locate 8(a)/HUBZone/SDVOSB/EDWOSB/small business primes
 2. Verify small business reps & certs for primes, proposed subcontractors, & prime subcontracting program compliance reviews

- Industry uses DSBS to:
 - Locate subcontractors/teaming partners
 - Verify small business subcontractor reps & certs

dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm

Locating DoD Customers/Opportunities

Report issued each fiscal year of products and services purchased by DoD sorted by procurement Classification Code including name & location of buying office, number of actions & dollars:

siadapp.dmdc.osd.mil/procurement/historical_reports/statistics/procstat.html, then scroll down to "ST28."

Wide Area Workflow-Receipt & Acceptance (WAWF-RA)

WAWF is a secure web-based system for electronically processing invoices, receipts & acceptance documents being deployed DoD-wide.

wawf.eb.mil

Web-based training for vendors is available with an overview of the WAWF system:

www.wawftraining.com



USE AVAILABLE RESOURCES

- **Small Business Administration (SBA)**
 - Counseling - in person, email
 - Small business certifications
 - Financial Assistance
 - Training (online, classroom, free or low cost) www.sba.gov
- **Small Business Development Centers**
 - Counseling
 - Small business management assistance
 - Training (classroom, free or low cost) www.sba.gov/sbdc
- **Procurement Technical Assistance Centers (PTACS)**
 - Counseling - in person, email
 - Registration assistance
 - Bid-matching
 - Training (online, classroom, free or low cost) www.dla.mil/db/procurem.htm
- **Service Corps of Retired Executives**
 - Counseling - in person, email, field visit
 - Training (classroom, free or low cost) www.score.org
- **Small Business Program Offices**
 - Located at every DoD & Federal buying activity
 - All DoD: www.acq.osd.mil/osbp

IN-PERSON PITCH

- Have three marketing "presentations" ready at all times:
 - "Elevator speech"
 - One page capability sheet
 - Full Capability presentation
- Know your audience
- Be focused & be brief
- Stand out from the crowd!
- How can the customer benefit from doing business with you"?
- What problems/challenges do you solve for your customer?
- One page capability sheet
 - Few graphics
 - Company name, website, contact info, locations, small business categories, CAGE code
 - Certifications
 - NAICS & capabilities
 - DoD/Federal/State & local contracts with POC info
 - Significant subcontracts with POC information
 - GSA contracts (if any)

EMAIL MARKETING

- Send to the right customer! Frequency?
- Marketing pitch, virus or SPAM? Include subject line & content in body of email, not just an attachment
- Be brief - use your one page capability sheet
- Limit graphics - oversized attachments may be stripped
- Stand out from the crowd!
- How can the customer benefit from doing business with you?
- What problems do you solve for your customer?
- The following attachments may not be received by DoD recipients due to firewalls: .avi, .bat, .cmd, .com, .dll, .eml, .exe, .pif, .scr, .vbs, and .zip

Know Your Competitors

- Who are they?
- What are their strengths? Weaknesses?
- Review their brochures, websites, DSBS profiles.

Target the Right Customer

- Develop a Business Plan and Marketing Plan
- Who are your potential customers? Which agencies/activities?
- What are their needs? Challenges? Review websites!
- Know your limits!
- Know your customers regulations/procedures

Tools

- Acquisition Central - Federal Acquisition Regulations (FAR): www.acquisition.gov
- Defense Federal Acquisition Regulation Supplement: www.acq.osd.mil/dpap
- Small Business Training Network: www.sba.gov/training

FEDBIZOPPS

DoD & Federal contracting activities synopses most proposed requirements & contract awards >\$25,000 in www.fbo.gov

- Active or archive search by dates and/or:
 - Types of Notice
 - Solicitation number or contract number
 - Place of performance zip code
 - Set-aside type
 - FSC/PSC/NAICS
 - Key words
 - Selected agencies
- Register for Vendor Notification Service by:
 - Specific solicitation number
 - Same selections as above
 - All procurement notices (caution)

SMALL BUSINESS ACCESSIBLE MARKET

NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS)

MANUFACTURING

1B

SERVICES

714M

RESEARCH

92M

MISC.

35M

NAICS is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

\$1.8B
MARCORSYSCOM
Total SBAM
 Small Business Accessible Market

334511	Search, Detection, Navigation, Guidance, Aeronautical, And Nautical System And Instrument Manufacturing	\$455,799,083.99
541330	Engineering Services	\$227,503,262.81
541512	Computer Systems Design Services	\$182,442,124.49
541519	Other Computer Related Services	\$168,482,457.15
333120	Construction Machinery Manufacturing	\$82,030,508.30
334111	Electronic Computer Manufacturing	\$73,173,684.89
511210	Software Publishers	\$64,989,729.32
332993	Ammunition (Except Small Arms) Manufacturing	\$54,861,236.67
541511	Custom Computer Programming Services	\$48,245,800.89
336992	Military Armored Vehicle, Tank, And Tank Component Manufacturing	\$44,651,935.93
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing	\$40,282,949.42
336120	Heavy Duty Truck Manufacturing	\$27,570,816.51
334419	Other Electronic Component Manufacturing	\$27,400,265.60
334519	Other Measuring And Controlling Device Manufacturing	\$25,628,484.67
561320	Temporary Help Services	\$25,358,366.72
541712	Research And Development In The Physical, Engineering, And Life Sciences - Except Biotechnology	\$24,680,854.12
333314	Optical Instrument And Lens Manufacturing	\$21,000,304.04
335999	All Other Miscellaneous Electrical Equipment And Component Manufacturing	\$20,379,992.80
334220	Radio And Television Broadcasting And Wireless Communications Equipment Manufacturing	\$17,387,499.13
336212	Truck Trailer Manufacturing	\$13,871,601.56
541611	Administrative Management And General Management Consulting Services	\$13,830,940.03
333999	All Other Miscellaneous General Purpose Machinery Manufacturing	\$11,953,701.00
811219	Other Electronic And Precision Equipment Repair And Maintenance	\$11,373,945.62
337127	Institutional Furniture Manufacturing	\$10,939,175.90

All information deemed reliable but not guaranteed and should be independently verified. Marine Corps Systems Command or its representatives cannot be held liable for any typographical errors, misinformation, or misprints and shall be held harmless. These numbers represent FY 2015.

OFFICE OF SMALL BUSINESS MISSION AND VISION



MISSION

The Small Business Program promotes acquisition opportunities where small businesses can best support the needs of our Marines and Sailors. Through policy, advocacy and training, we foster industry innovation, technology development, and the acquisition of quality products, services and solutions from Small Business providers.

VISION

To ensure Small Business is the first option in the acquisition planning process.



PROCUREMENT OPPORTUNITIES AND GENERAL CONTRACTING INFORMATION

FEDERAL BUSINESS OPPORTUNITIES

<https://www.fbo.gov/>

FedBizOpps is the single government point of entry for federal procurement opportunities over \$25,000. Government buyers are able to publicize their business opportunities by posting information directly to FedBizOpps online. Commercial vendors seeking federal markets for their products and services can search, monitor and retrieve opportunities solicited by the entire federal contracting community.

NASA SOLUTIONS FOR ENTERPRISE-WIDE PROCUREMENT

<http://www.sewp.nasa.gov/geninfo.shtml>

Providing the latest in commercial Information Technology (IT) products and services, the NASA Solutions for Enterprise Wide Procurement (SEWP) contract vehicle has an outstanding track record of serving up fresh technology for Federal Agencies.

SMALL BUSINESS ADMINISTRATION

<https://www.sba.gov/>

The U.S. Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. We recognize that Small Business is critical to our economic recovery and strength, to building America's future, and to helping the United States compete in today's global marketplace.

SEAPORT-E PROGRAM

<http://www.seaport.navy.mil/>

SeaPort Enhanced (SeaPort-e) is the Navy's integrated approach to contracting for support services. It provides a standardized means of issuing competitive solicitations among a large and diverse community of approved contractors, as well as a platform for awarding and managing performance-based task orders.

MCSC TECHNOLOGY TRANSITION OFFICE

<http://go.usa.gov/3cU8P>

The Technology Transition Office at Marine Corps Systems Command coordinates modernization plans, leverages science and technology resources, enables prototype experimentation and performs technology readiness assessments to ensure affordable technology infusion into Marine Corps acquisition programs of record.

MCSC SMALL BUSINESS INNOVATION RESEARCH (SBIR) PROGRAM

<http://go.usa.gov/cfW35>

The Small Business Innovation Research Program, through the Department of the Navy, provides qualifying small businesses the opportunity to address Marine Corps science and technology needs. In turn, the SBIR process delivers innovative technologies to the fleet.

For more information call: (703) 432-3033

OTHER RESOURCES

<http://go.usa.gov/3cUDh>

The Program Executive Officer Land Systems Advanced Technology Investment Plan provides annual updates to the top technical issues of PEO LS programs.





DEPARTMENT OF THE NAVY ACQUISITION COMMANDS



HQ Marine Corps I&L

iandl.marines.mil
(703) 604-4219



MCSC

marcorsyscom.marines.mil
(703) 432-3946
(703) 432-3944



MSC

msc.navy.mil/business
(757) 443-2717



NAVAIR

navair.navy.mil/osbp
(301) 757-9083



NAVSEA

navsea.navy.mil
(202) 781-3965
(202) 781-0710



NAVFAC

navfac.navy.mil/products-and-services
(202) 685-9129



NAVSUP

navsuo.navy.mil
(717) 605-1663



ONR

onr.navy.mil
(703) 696-2607



SPAWAR

spawar.navy.mil
(858) 537-0305
(619) 524-7701



SSP

ssp.navy.mil
(202) 433-7857



MCSC MISSION

To serve as the Department of the Navy's systems command for Marine Corps ground weapon and information technology system programs in order to equip and sustain Marine forces with full spectrum, current and future expeditionary and crisis-response capabilities.

MCSC PUBLIC AFFAIRS

(703) 432-3958
MCSCPAO@usmc.mil



PEO LS MISSION

Program Executive Officer Land Systems will meet the warfighter's needs by devoting full-time attention to Marine Corps weapon systems acquisition while partnering with MCSC in order to develop, deliver and provide life cycle planning for assigned programs.

PEO LS

Congressional and Public Affairs
(703) 432-5169

Marine Corps Systems Command and Program Executive Officer Land Systems are the enterprise acquisition and life cycle systems managers who support the operating forces and Marine Air-Ground Task Force elements. MCSC focuses on expeditionary ground weapons and information technology, while PEO LS provides program management, life cycle sustainment and modernization of an expanding Marine Corps portfolio of ACAT I & II ground and amphibious weapons systems.



OFFICE OF SMALL BUSINESS PROGRAMS

(703) 432-3944 and (703) 432-3946
mcscosbp@usmc.mil



CONTACT US



Deputy, Small Business Programs
Austin (AJ) Johnson
(703) 432-3944
austin.johnson@usmc.mil



Associate Director for Small Business Programs
Mr. David Dawson
(703) 432-3946
david.j.dawson@usmc.mil

Small Business
the**FIRST**option