



Government Marketing Fundamentals

"A Step-by-Step Approach to the DoD Marketplace"

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1. *Identify Your Product or Service*

- It is essential to know the Federal Supply Class or Service (FSC/SVC) codes and North American Industry Classification System (NAICS) codes for your products or services.





2. *Register Your Business*

- **Obtain a DUNS Number**

- The Data Universal Number System (DUNS) Number is a unique nine character identification. If you do not have a DUNS Number, contact [Dun and Bradstreet](#) to obtain one.

- **Register with Central Contractor Registration (CCR/PRO-Net)**

- You must be registered in [Central Contractor Registration](#) (CCR) to be awarded a contract from the DoD. CCR is a database designed to hold information relevant to procurement and financial transactions. CCR affords you the opportunity for fast electronic payment of your invoices.
- On January 1, 2004, CCR assumed all of SBA's PRO-Net search capabilities and functions. Small businesses will now only need to register with CCR. Contracting officers, contract specialists, etc. utilize the CCR, as well as the [“Dynamic Small Business Search”](#) side of the CCR, to identify small business concerns for potential prime and subcontracting opportunities.





3. *Identify Your Target Market within DoD*

- Research [Federal Procurement Data System Next Generation](#) (FPDS-NG). FPDS-NG is now the official web site for all federal procurement data and reports. The FPDS-NG site requires registration for a user account and is free to the public. The URL for FPDS-NG is <https://www.fpds.gov>. [USASpending.gov](#) at <http://www.usaspending.gov> also contains current DoD procurement data. This procurement data and can be cross-referenced with the list of Small Business Specialists within each individual service organizations.
 - [ARMY](#)
 - [NAVY](#)
 - [AIR FORCE](#)
 - [DLA](#)
 - Other Defense Agencies (ODAs) are included in a list of [DoD Small Business Office Sites](#) at www.acq.osd.mil/osbp.





4. *Identify Current DoD Procurement Opportunities*

- Identify current procurement opportunities in your product or service area by checking the electronic version of the [Federal Business Opportunities](#) website, which can assist you in identifying DoD, as well as other Federal procurement opportunities.





5. Familiarize Yourself with DoD Contracting Procedures

- Be familiar with Federal Acquisition Regulations (FAR) and the Defense Federal Acquisition Regulation Supplement (DFARS).





6. *Investigate Federal Supply Schedule (FSS) Contracts*

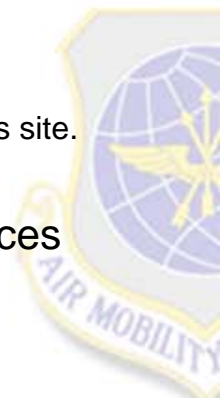
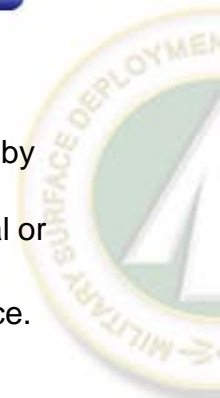
- Many DoD purchases are, in fact, orders on Federal Supply Schedule (FSS) contracts. [Contact the General Services Administration](#) (GSA) for information on how to obtain a FSS contract.





7. *Seek Additional Assistance as Needed*

- There are several important resources that are available to assist you in the DoD marketplace:
 - [Procurement Technical Assistance Centers](#) (PTACs) are located in most states and are partially funded by DoD to provide small business concerns with information on how to do business with the Department of Defense. They provide training and counseling on marketing, financial, and contracting issues at minimal or no cost.
 - [Electronic Business](#) (eBusiness) provides assistance on getting started in the DoD electronic marketplace.
 - Small Business Specialists: The Military Services and some Defense Agencies have small business specialists at each of their procurement and contract management offices to assist small businesses, including veteran-owned, service-disabled veteran-owned, HUBZone, small disadvantaged, and woman-owned small business concerns in marketing their products and services to the DoD. Among other services, these specialists provide information and guidance on (1) defense procurement procedures, (2) how to be placed on the solicitation mailing lists, and (3) how to identify prime contract and subcontract opportunities.
- The Army, Navy, Air Force, and Defense Logistics Agency maintain the names of Small Business Specialists associated with their organizations. Links to these websites are below.
 - [ARMY](#)
 - [NAVY](#)
 - [AIR FORCE](#)
 - [DLA](#)
 - Other Defense Agencies (ODAs) are included in a list of [DoD Small Business Office Sites](#) located on this site.
- [DefenseLink](#) is the official web site for the Department of Defense and the starting point for finding U.S. military information online, including links to the Military Services and ODAs.





8. *Explore Subcontracting Opportunities*

- Regardless of your product or service it is important that you do not neglect our very large secondary market, Our guide [“Subcontracting Opportunities with DoD Prime Contractors”](#). This directory provides, by state, the names and addresses of DoD prime contractors, the names and telephone numbers of Small Business Liaison Officers (SBLOs), and the products and services supplied to the DoD. The report is generated from data mined through DoD Prime Contractor’s contracts and subcontracting plans. Please note that the DoD OSBP does not maintain the data on this website. The directory reflects data as of September 30, 2005. We encourage you to investigate potential opportunities with these firms. Many also have websites that may be useful and we encourage you to explore teaming options.
- The SBA's [SUB-Net](#) is another valuable resource for obtaining information on subcontracting opportunities. Solicitations or notices are posted by prime contractors as well as other government, commercial, and educational entities.





9. Investigate DoD Small-Business Programs

- There are several programs that may be of interest to you such as: Veteran-Owned, Service-Disabled Veteran-Owned, HUBZone, Small Disadvantaged, Woman-Owned, Small Business Innovation Research, Small Business Technology Transfer, Mentor-Protégé, Indian Incentive, Historically Black Colleges, Tribal Colleges, Hispanic Serving Institutions, and other Minority Institutions. Information on all these programs is available on the [DoD Office of Small Business Programs](#) website.





10. Market Your Firm Well!!!

- After you have identified your customers, researched their requirements, and familiarized yourself with DoD procurement regulations and strategies, it is time to market your product or service. Present your capabilities directly to the DoD activities that buy your products or services. Realize that, like you, their time is valuable and if the match is a good one, you can provide them with a cost-effective, quality solution to their requirements. Additional helpful resources, posted on our website, include [“Government Contracting: The Basics”](#) and [“Marketing to the Department of Defense: The Basics”](#).





USTRANSCOM

United States Transportation Command

Contacts for Contracts

21 October 2009



UNCLASSIFIED

SMALL BUSINESS OUTREACH
United States Transportation Command
(USTRANSCOM)

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Agenda

- USTRANSCOM Mission
- USTRANSCOM Vision for Small Business
- OSBP Responsibilities
- Forums for Communicating with Industry
- Top NAICS Category
- Your Responsibilities
- Finding Business Opportunities with USTRANSOM





What is USTRANSCOM and What Do We Do?

- USTRANSCOM is a Joint Command – We are PURPLE
- “USTRANSCOM is responsible for creating and implementing world-class global deployment and distribution solutions in support of the President, Secretary of Defense, and Combatant Commander assigned missions.”
- TCAQ – Provides acquisition capability to include contracting and program management functions in support of transportation and distribution for the Department of Defense. Acts as business advisor to the commander.





USTRANSCOM Vision for Small Business

- The Office of Small Business Programs is committed to supporting small businesses and ensuring them prime and subcontracting opportunities to the greatest extent
 - Continue to move forward and stay actively engaged to support small businesses and the USTRANSCOM mission
 - Small business set-aside decisions are based on the results of market research





OSBP Responsibilities

- Reviews acquisition strategies and conducts market research at the acquisition planning stage
- Collaborates with Program Managers and contracting personnel assessing subcontracting opportunities for small businesses
- Maintains Vendor List database for small businesses
 - Purged around 1 Oct and 1 Apr each year
 - Keep your information current
 - Share your news
- Participates in industry days and DoD Small Business Training Conference





Forums for Communicating with Industry

- Industry Outreach Forums
- Pre-solicitation and Pre-Proposal Conferences
- Requests for Information posted to the Federal Business Opportunities (FBO) website
 - Basis for market research efforts
 - No small business responses, no opportunities for SBSA
 - Very important to respond if interested





Top NACIS Category Description for FY09

48 (TRANSPORTATION) –

92.8% of total actions (\$3.9B)

54 (PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES) –

4.6% of total actions (\$115M)

Remaining Categories are less than 1% of total actions

51 (INFORMATION) NO NAICS CATEGORY SPECIFIED

61 (EDUCATIONAL SERVICES)

44 (RETAIL TRADE (MOTOR VEHICLE, FURNITURE, ELECTRONICS, BUILDING MATERIAL, FOOD, HEALTH, GASOLINE, CLOTHING))

33 (MANUFACTURING (METALS, MACHINERY, COMPUTER, ELECTRONICS ELECTRICAL TRANSPORTATION EQUIPMENT, FURNITURE, MISCELLANEOUS))

53 (REAL ESTATE AND RENTAL AND LEASING)

42 (WHOLESALE TRADE)

81 (OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION))

49 (POSTAL SERVICE, COURIER/MESSANGER, WAREHOUSING)





Responsibilities of Small Businesses

- Respond to RFIs (FBO or e-mail)
 - Let the government know you are interested or that you are not interested
- Use the space available in responding to a request for quote or proposal
 - Don't repeat the PWS in your technical approach
 - Put your best technical foot forward
- Know the Basics of Marketing to the DoD
 - http://www.acq.osd.mil/osbp/doing_business/index.htm
- Be part of a Team
 - You as the Prime
 - You as a Subcontractor





Finding Business Opportunities with USTRANSCOM

- www.fedbizopps.gov
 - Search “HTC711”
- Office of Small Business Programs
 - Michelle M. Mendez, Director
 - smallbusiness@ustranscom.mil or (618) 256-9619
- Visit the USTRANSCOM Public Page
 - <http://www.transcom.mil/>
 - Explore the information portals for our major initiatives (for example, RDT&E, AIT, DPO and DTICI)





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