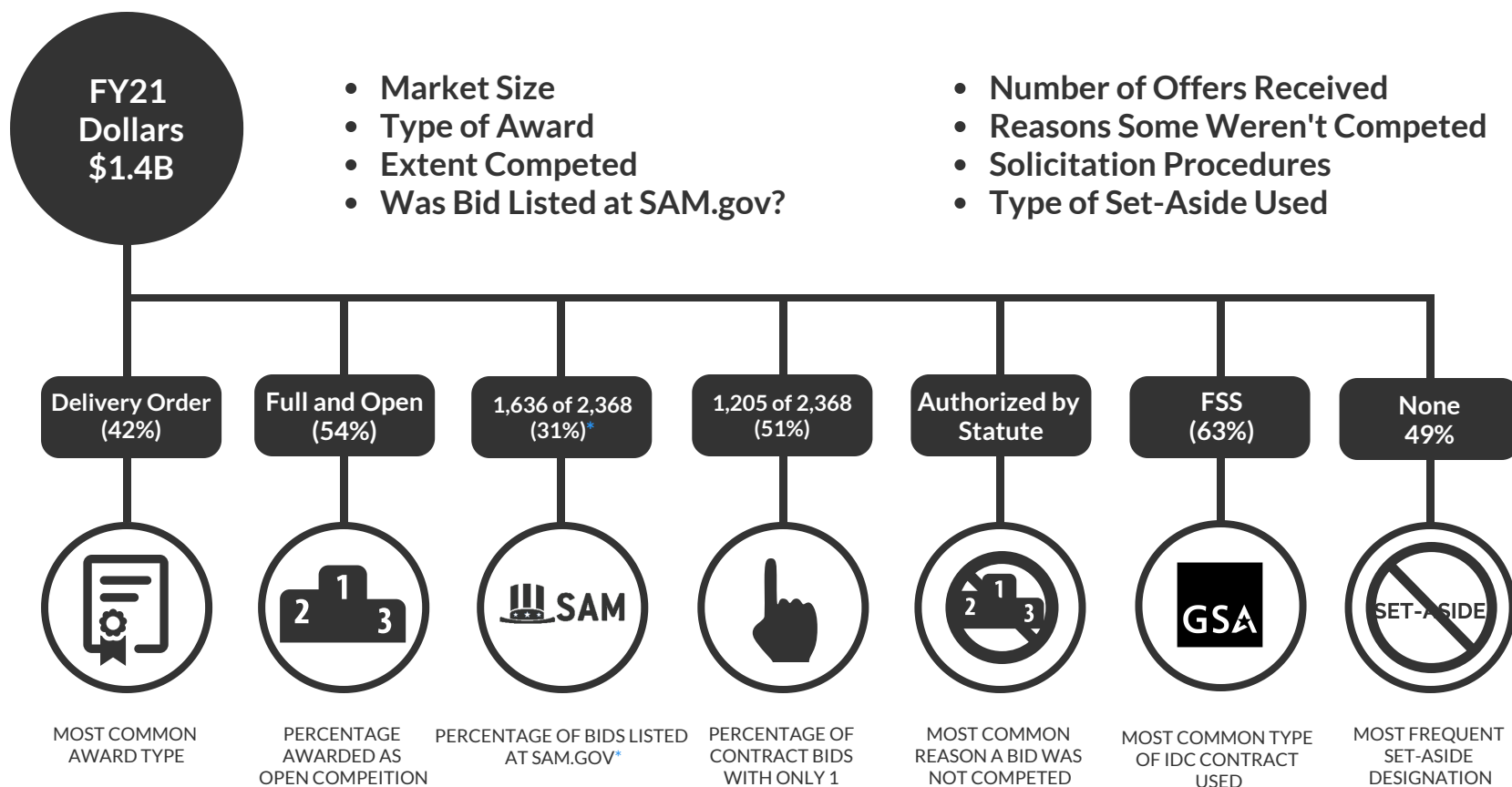


## FY21 Small Business Federal Contracts Analysis NAICS 541511 - Custom Computer Programming Services

This report provides an in-depth analysis of the key factors influencing small business federal contracts awards for custom computer programming, 2021.

The icons below provide key data indicators about aspects of this federal market dataset, including:

- Market Size
- Type of Award
- Extent Competed
- Was Bid Listed at SAM.gov?
- Number of Offers Received
- Reasons Some Weren't Competed
- Solicitation Procedures
- Type of Set-Aside Used



## MARKET:

Between October 1st, 2020 and September 30th, 2021, the federal government awarded \$1.4B in federal custom computer services contracts to 1,196 small businesses.

In total, there were 2,368 small business awards executed by 1,205 buyers within 124 different federal agencies in FY21.

The average small business award for this category was \$591,721

\*677 DELIVERY ORDERS WERE CODED "YES", EVEN THOUGH THEY WEREN'T IN SAM.GOV FOR BID. THE ORIGINAL IDC WAS IN SAM - NOT THE SUBSEQUENT DO'S

## STRATEGY:

Step 1 - Research Your Market...it all starts here.

Who Buys? | Who Sells? | How Do They Buy? | How Often?

Step 2 - Optimize Federal and Commercial Foundation

Accept Credit Cards | Check Codes | Narrative and Keywords | Google

Step 3 - Create / Update Capabilities Statement

Add Images | Core Competencies | Differentiators | Key Data

Step 4 - Develop Your Marketing Strategy

Engage Effectively | Make a Good 1st Impression | Build Relationships

Step 5 - Schedule Capabilities Briefings

Create Awareness | Sell Your Company | Fill Their Needs