



## About Your Federal Market Snapshot Report

The primary reason most small businesses struggle to win a federal contract is a lack of knowledge. In other words, the business can typically provide valuable products and services, deliver on time and on budget, compete on price and quality, and meet or exceed customer expectations.

However, if the leaders of the small business don't understand the federal procurement environment, they won't be able to compete on a level playing field.

The goal of this report is simple. We want to empower every small business federal contractor with the same "inside knowledge" other businesses are leveraging to compete for and win federal contracts.

Knowledge is power. In the federal market, knowledge is the first step on the road toward competitiveness (and ultimately success).

Knowledge will allow you to target effectively. Effective targeting will allow you to develop critical relationships. Relationships will lead to opportunity.

In this report, you'll learn:

- The approximate size of your market in the federal government,
- The percentage of contracts in your industry sector that are awarded to small businesses,
- Whether there is an opportunity to subcontract with large Prime Contractors,
- How many contracts are awarded in your industry that do not get posted for public bid,
- How many contracts are awarded with only 1 bid offer received, and
- The relevance of assets such as set-aside certifications in your industry sector

We hope you find this report informative and valuable as you pursue federal work.

# FEDERAL MARKET SNAPSHOT REPORT



A note about this report - this is a top-level review of federal spending derived from data collected from various sources (your organization's federal profile, website, etc.). In order to execute a comprehensive market assessment, we will need to engage in a more rigorous data collection and validation process.



## Dataset for this report:

### NAICS Codes (suggested):

#### **541330 Engineering Services (Primary)**

541320 Landscape Architectural Services

541370 Surveying And Mapping (Except Geophysical) Services

### PSC Codes (suggested):

AK14 R&D- Housing; Housing (Engineering Development

Category C1 (Architect And Engineering- Construction) - 32 codes

Category C2 (Architect And Engineering- General) - 3 codes

## **Keywords (from your SBA profile, website, award history):**

Civil Engineering, Landscape Architecture, Land Surveying

## **Timeframe:**

FY17 - FY21

## **Location:**

CT, MA, NH, RI

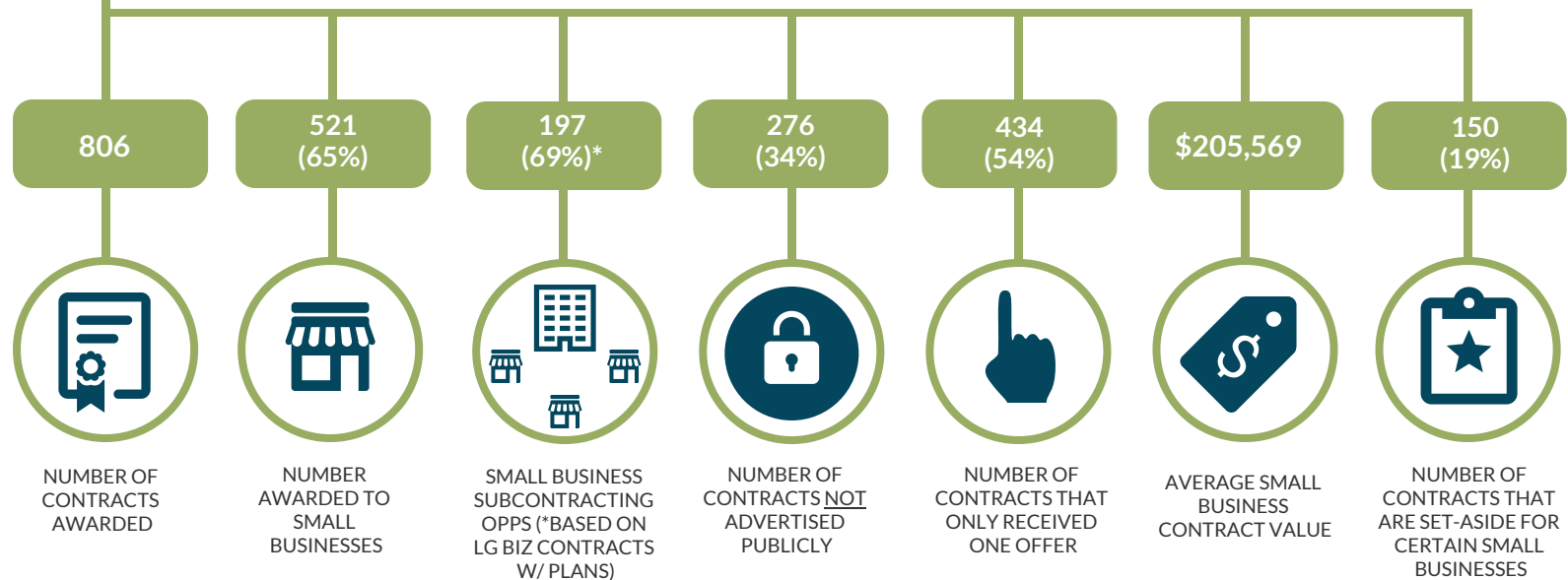


This report provides an overview of federal spending based on the industry codes and keywords listed on page 2 of this report.

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

- Market Size
- Small Business Participation
- Subcontracting Opportunity
- % of Public vs. Private Bids
- Average SB Contract Size
- % of Contracts Awarded with only 1 Offer Received

Annual Avg:  
\$48M Base  
\$58M Ceiling



## MARKET:

From October 1st, 2016 to September 30th, 2021 the federal government awarded \$240M in federal contracts - matching your organizational profile - to 166 businesses (including 108 small businesses).

These purchases were executed by 83 individual federal locations representing 24 Federal Agencies within 11 Federal Departments.

## 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



## The "Why" Behind Unpublished and Single-Offer Contracts

An official website of the United States Government

ACQUISITION.GOV Data Initiatives Covid 19 Section 889 Regulations Tools Policy Network

Home > Regulations > FAR > Part 13 - Simplified Acquisition Procedures

FAR FAC Number: FAC 2022-05 Effective Date: 10/25/2022

Part 13 Subpart Section

### Part 13 - Simplified Acquisition Procedures

- 13.000 Scope of part.
- 13.001 Definitions.
- 13.002 Purpose.
- 13.003 Policy.
- 13.004 Legal effect of quotations.
- 13.005 List of laws inapplicable to contracts and subcontracts at or below the simplified acquisition threshold.
- 13.006 Inapplicable provisions and clauses.
- Subpart 13.1 - Procedures
  - 13.101 General.
  - 13.102 Source list.
  - 13.103 Use of standing price quotations.
  - 13.104 Promoting competition.
  - 13.105 Synopsis and posting requirements.
  - 13.106 Soliciting competition, evaluation of quotations or offers, award and documentation.

(b) If using simplified acquisition procedures and not providing access to the notice of proposed contract action and solicitation information through the Governmentwide point of entry (GPE), maximum practicable competition ordinarily can be obtained by soliciting quotations or offers from sources within the local trade area. Unless the contract action requires synopsis pursuant to 5.101 and an exception under 5.202 is not applicable, consider solicitation of at least three sources to promote competition to the maximum extent practicable. Whenever practicable, request quotations or offers from two sources not included in the previous solicitation.

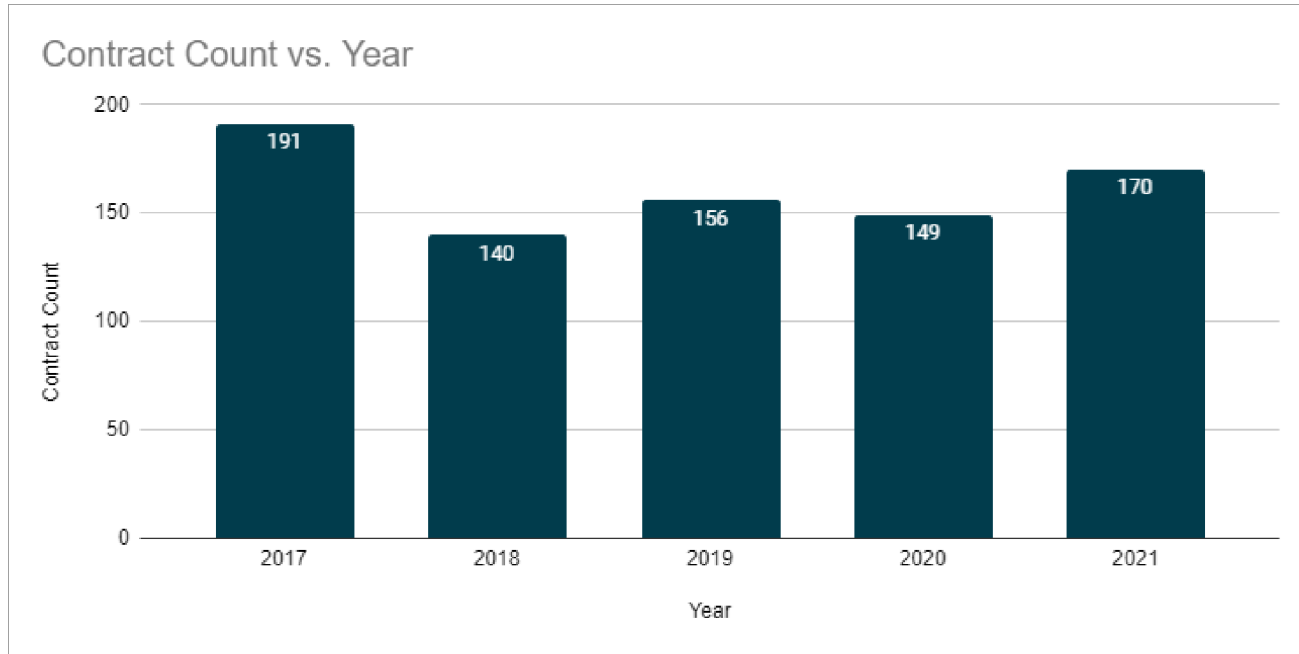
[Link to FAR Part 13 - Simplified Acquisition Procedures](#) | [Link to FAR Part 13.104 Promoting Competition](#)





# FEDERAL MARKET SNAPSHOT REPORT

This is the 5-year trend for contract count and dollars awarded for your dataset:





# FEDERAL MARKET SNAPSHOT REPORT

This is a delivery order awarded to for (1) "DESIGN, ENGINEERING AND CONSTRUCTION SUPPORT SERVICES...".

Both the base and potential value of the award was (2) \$975,804.

[Award link](#)

The screenshot shows the USASpending.gov interface for a contract summary. At the top, the USASpending.gov logo is on the left, and navigation links for 'Spending Explorer', 'Award Search', 'Profiles', 'Download', and 'Resources' are on the right. The main header includes 'AWARD PROFILE' and 'Contract Summary' with 'Share' and 'Download' icons. The contract details are as follows:

- Delivery Order (DO):** PIID 692M1521F00166
- Status:** In Progress (2 years, 2 months remain)
- Awarding Agency:** Department of Transportation (DOT)
- Recipient:** AECOM TECHNICAL SERVICES, INC.  
300 S GRAND AVE STE 1100  
LOS ANGELES, CA 90071-3173  
Congressional District: CA-34  
UNITED STATES
- Related Awards:** Parent Award Unique Key: CONT\_IDV\_692M1520D00002\_6920
- Dates:** Start Date: Aug 26, 2021; Current End Date: Dec 31, 2024; Potential End Date: Dec 31, 2024

The 'Award Amounts' section shows a bar chart with the following values:

- Obligated Amount: \$975,804
- Current Award Amount: \$975,804
- Potential Award Amount: \$975,804

The 'Description' section contains the following text:

THE A/E SHALL PROVIDE DESIGN, ENGINEERING AND CONSTRUCTION SUPPORT SERVICES IN ACCORDANCE WITH THE REQUIREMENTS, SCHEDULES, GUIDANCE AND INFORMATION CONTAINED OR REFERENCED HEREIN FOR THE RENOVATION OF THE MAIN SUBSTATION 69KV YARD.

The 'North American Industry Classification System (NAICS) Code' is 54: Professional, Scientific, and Technical Services; 5413: Architectural, Engineering, and Related Services; 541330: Engineering Services.

The 'Product or Service Code (PSC)' is SERVICES; C: ARCHITECT/ENGINEER SERVICES; C1: ARCH-ENG SVCS - CONSTRUCTION; C1HA: ARCHITECT AND ENGINEERING-CONSTRUCTION: GOVERNMENT-OWNED CONTRACTOR-OPERATED (GOCO) R&D FACs.





# FEDERAL MARKET SNAPSHOT REPORT

The award was made using **(3)** Simplified Acquisition procedures. The number of offers received **(4)** was not posted. The contract was **(5)** Competed under Simplified Acquisition Procedures (SAP). **(6)** There was no set-aside designation used. Finally, even though it was technically listed as "competed" **(7)** there was no opportunity posted at SAM.gov (formerly FedBizOpps) for bid.

[Award link](#)

	Recipient Details	>
	Acquisition Details	>
	Competition Details	▼
	Solicitation ID	--
<b>3</b>	Solicitation Procedures	SP1: SIMPLIFIED ACQUISITION
<b>4</b>	Number of Offers Received	--
<b>5</b>	Extent Competed	F: COMPETED UNDER SAP
	Other Than Full and Open Competition	--
<b>6</b>	Set-Aside Type	--
	Commercial Item Acquisition Procedures	D: COMMERCIAL PRODUCTS/SERVICES PROCEDURES NOT USED
	Simplified Procedures for Certain Commercial Items	NO
	Evaluated Preference	NO PREFERENCE USED
<b>7</b>	Fed Biz Opps	NO
	Small Business Competitiveness Demonstration Program	FALSE
	Additional Details	>
	Executive Compensation	>



# FEDERAL MARKET SNAPSHOT REPORT



This is a Definitive Contract awarded to a small business for (1) "DESIGN OF CHITTENDEN FIRE WAREHOUSE."

Both the Current and Potential Award Amounts are (2) \$80,000.

[Award link](#)

USASPENDING.gov

Spending Explorer Award Search Profiles Download Resources

AWARD PROFILE Contract Summary

Share Download

Definitive Contract PIID 12445522C0004

In Progress (1 year, 11 months remain)

Awarding Agency

Department of Agriculture (USDA)

Recipient

COMPREHENSIVE ENGINEERING PC

4650 PLAINFIELD AVE NE  
GRAND RAPIDS, MI 49525-1229  
Congressional District: MI-03  
UNITED STATES

Related Awards

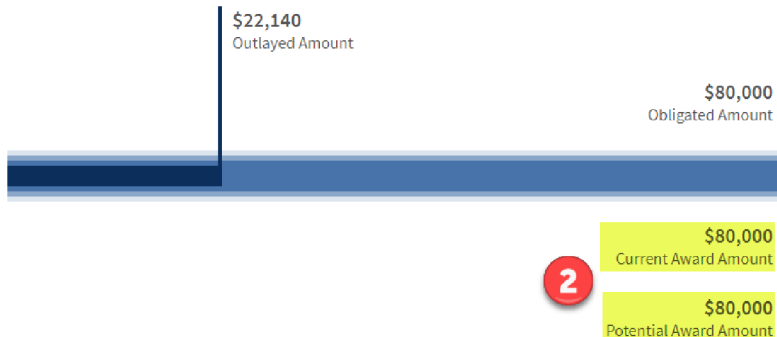
Parent Award Unique Key  
N/A

Dates

Today  
Start Date: May 25, 2022  
Current End Date: Oct 01, 2024  
Potential End Date: Oct 01, 2024

\$ Award Amounts

Description



DESIGN OF CHITTENDEN FIRE WAREHOUSE.

North American Industry Classification System (NAICS) Code

54 : Professional, Scientific, and Technical Services  
5413: Architectural, Engineering, and Related Services  
541330: Engineering Services

Product or Service Code (PSC)

SERVICES  
C: ARCHITECT/ENGINEER SERVICES  
C1: ARCH-ENG SVCS - CONSTRUCTION  
C1G2: ARCHITECT AND ENGINEERING-CONSTRUCTION: OTHER WAREHOUSE BUILDINGS



Presented by: Think Acquisition



# FEDERAL MARKET SNAPSHOT REPORT

The award was made using **(3)** Simplified Acquisition Procedures. The office received only **(4)** 1 offer prior to awarding the contract. Because it was a competition under Simplified Acquisition Procedures (SAP) **(5)** there was limited competition before award. **(6)** There was no special set-aside designation, and the opportunity was **(7)** not applicable for public posting at SAM.gov (formerly "FedBizOpps").

[Award link](#)

Recipient Details	>
Acquisition Details	>
Competition Details	▼
Solicitation ID	--
<b>3</b> Solicitation Procedures	SP1: SIMPLIFIED ACQUISITION
<b>4</b> Number of Offers Received	1
<b>5</b> Extent Completed	F: COMPETED UNDER SAP
Other Than Full and Open Competition	--
<b>6</b> Set-Aside Type	NO SET ASIDE USED.
Commercial Item Acquisition Procedures	D: COMMERCIAL PRODUCTS/SERVICES PROCEDURES NOT USED
Simplified Procedures for Certain Commercial Items	NO
Evaluated Preference	NO PREFERENCE USED
<b>7</b> Fed Biz Opps	NOT APPLICABLE
Small Business Competitiveness Demonstration Program	FALSE
⋮ Additional Details	>
Executive Compensation	>





# FEDERAL MARKET SNAPSHOT REPORT

This is a Purchase Order awarded to a small business for (1) "DETROIT MASS TIMBER HOUSING SITE WORK AE DESIGN".

Both the base and potential amounts of the award were (2) \$220,332.

[Award link](#)

The screenshot shows the USASpending.gov interface for a Purchase Order (PO) with PIID 1240BH22P0011. The award is in progress, with 10 months remaining. The awarding agency is the Department of Agriculture (USDA), and the recipient is PATHHOUSE LLC. The award amount is \$220,332, with both the current and potential award amounts listed as \$220,332. The description of the award is "DETROIT MASS TIMBER HOUSING SITE WORK AE DESIGN". The NAICS code is 5413: Architectural, Engineering, and Related Services, and the Product or Service Code (PSC) is C: ARCHITECT/ENGINEER SERVICES. The PSC is further detailed as C2: ARCH-ENG SVCS - GENERAL, and C212: ARCHITECT AND ENGINEERING-GENERAL: ENGINEERING DRAFTING, NOT CAD/CAM.

**USASPENDING.gov** Spending Explorer Award Search Profiles Download Resources

AWARD PROFILE Contract Summary Share Download

Purchase Order (PO) PIID 1240BH22P0011 In Progress (10 months remain)

Unlinked Award

Awarding Agency	Recipient	Related Awards	Dates
Department of Agriculture (USDA)	PATHHOUSE LLC 3530 N VANCOUVER AVE STE 330 PORTLAND, OR 97227-1798 Congressional District: OR-03 UNITED STATES	Parent Award Unique Key N/A	Start Date: Sep 28, 2022 Current End Date: Sep 01, 2023 Potential End Date: Sep 01, 2023

\$ Award Amounts Description

**1** \$220,332 Obligated Amount

**2** \$220,332 Current Award Amount

\$220,332 Potential Award Amount

**1** DETROIT MASS TIMBER HOUSING SITE WORK AE DESIGN

North American Industry Classification System (NAICS) Code

54 : Professional, Scientific, and Technical Services

5413: Architectural, Engineering, and Related Services

541330: Engineering Services

Product or Service Code (PSC)

SERVICES

C: ARCHITECT/ENGINEER SERVICES

C2: ARCH-ENG SVCS - GENERAL

C212: ARCHITECT AND ENGINEERING-GENERAL: ENGINEERING DRAFTING, NOT CAD/CAM





# FEDERAL MARKET SNAPSHOT REPORT

The award was made using **(3)** Simplified Acquisition procedures. The office received only **(4)** 1 offer prior to awarding the contract. Because it was a under Simplified Acquisition Procedure (SAP) **(5)** there was no competition before award. **(6)** There was no special set-aside used - anyone could bid on it. However, since it was not competed, there was no reason to post it **(8)** at SAM.gov (formerly FedBizOpps) for bid.

## [Award link](#)

	Recipient Details	>
	Acquisition Details	>
	Competition Details	▼
	Solicitation ID	1240BH22Q0071
<b>3</b>	Solicitation Procedures	SP1: SIMPLIFIED ACQUISITION
<b>4</b>	Number of Offers Received	1
<b>5</b>	Extent Competed	G: NOT COMPETED UNDER SAP
	Other Than Full and Open Competition	SAP NON-COMPETITION (FAR 13)
<b>6</b>	Set-Aside Type	NO SET ASIDE USED.
	Commercial Item Acquisition Procedures	D: COMMERCIAL PRODUCTS/SERVICES PROCEDURES NOT USED
	Simplified Procedures for Certain Commercial Items	NO
	Evaluated Preference	NO PREFERENCE USED
<b>7</b>	Fed Biz Opps	NOT APPLICABLE
	Small Business Competitiveness Demonstration Program	FALSE
	Additional Details	>
	Executive Compensation	>

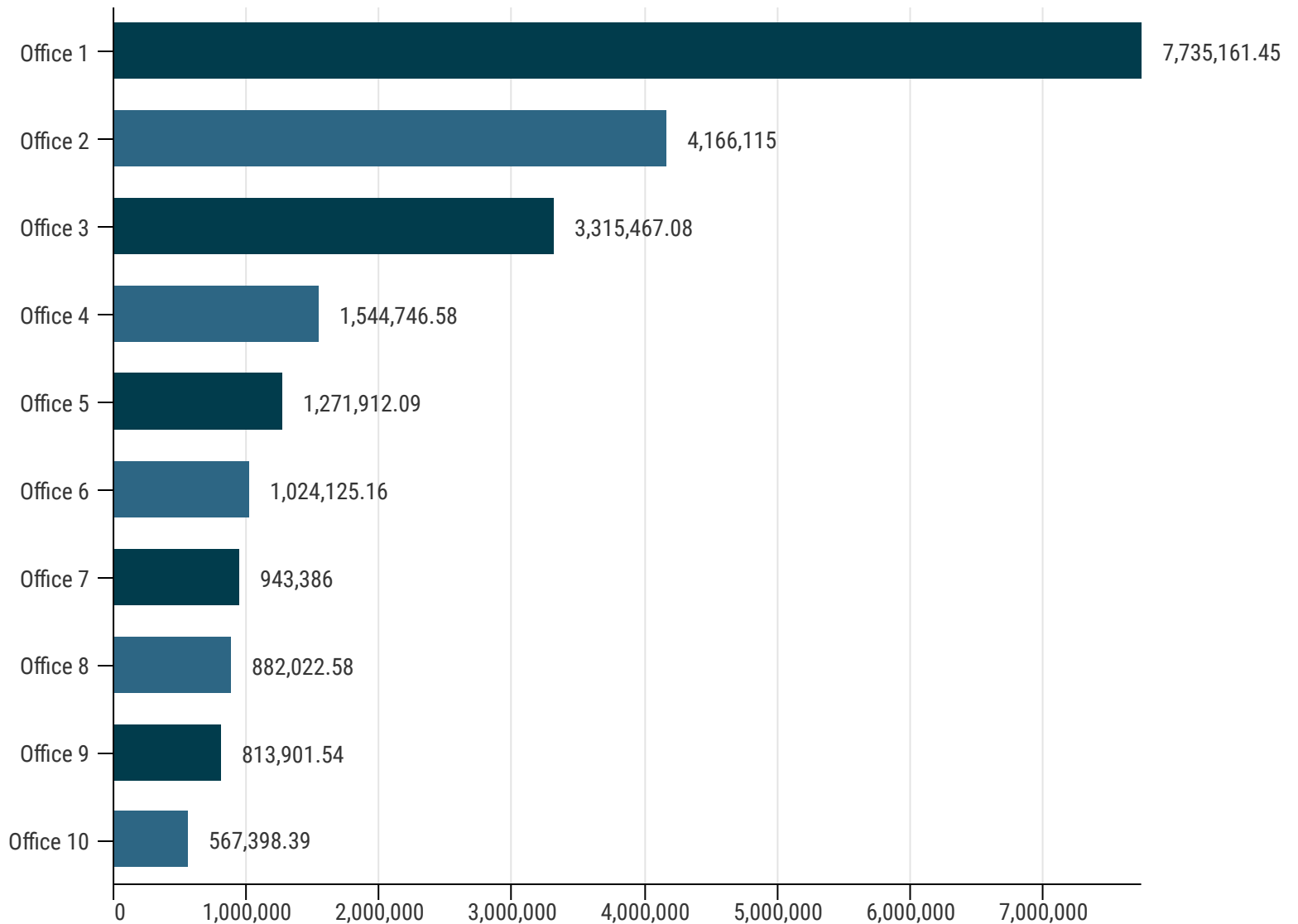
Description	Value	Offers	Posted for bid?
CMA SERVICES FOR TOLEDO CTHSE RETROFIT FOURTH FLOOR PROJECT <a href="#">(Link)</a>	\$83885   \$83885	1	NOT APPLICABLE
CONTRACTOR TO PROVIDE ALL LABOR, MATERIALS, SUPERVISION AND EQUIPMENT TO PROVIDE A MECHANICAL AND ELECTRICAL SURVEY OF ROOMS 3104 AND 5013 AT THE NEW EXECUTIVE OFFICE BUILDING <a href="#">(Link)</a>	\$49236.47   \$49236.47	1	NOT APPLICABLE
ADVISORY AND CONSULTANCY SERVICES DURING CONSTRUCTION PERIOD SERVICES <a href="#">(Link)</a>	\$83786.93   \$83786.93	1	YES
THE CONTRACTOR WILL PERFORM TECHNICAL REVIEW AND ASSESSMENT ON 20 PERCENT OF REHABILITATED BOREHOLES AND 50% OF NEWLY CONSTRUCTED BOREHOLES BY ENSURING THAT THE CONSTRUCTION DESIGN WORKS, SHOP DRAWINGS, BILL OF QUANTITIES AND TECHNICAL SPECIFICATIONS <a href="#">(Link)</a>	\$285289.97   \$285289.97	1	YES
COMMISSIONING AND PROJECT MANAGEMENT AT FORT WAYNE VAMC ONCOLOGY CONSTRUCTION. <a href="#">(Link)</a>	\$73484   \$73484	1	YES
CONSTRUCTION ADMINISTRATION SERVICES, BUILDING 1: REPAIR EXTERIOR ENVELOPE <a href="#">(Link)</a>	\$6428.96   \$6428.96	1	NO
TO PERFORM A&E FEASIBILITY STUDY AND CONSTRUCTION OPTIONS FOR ATL NEMC VIDEO WALL. <a href="#">(Link)</a>	\$116260.4   \$116260.4	1	NO
B500 5 NORTH HYBRID OR FEASIBILITY STUDY, B500 AT THE VA HOSPITAL <a href="#">(Link)</a>	\$78879.59   \$78879.59	1	NO
MAYNARD PEAK TOWER INSPECTION <a href="#">(Link)</a>	\$6000   \$6000	1	NOT APPLICABLE
FCDAS ROAD REPAIR DESIGN <a href="#">(Link)</a>	\$366582   \$366582	1	NO
A/E PHASE 2 CONSTRUCTION MANAGEMENT SERVICES FOR KLAMATH FALLS SUCKER FISH HATCHERY <a href="#">(Link)</a>	\$244525   \$244525	1	NO
STRUCTURAL ENGINEERING SERVICES TO DESIGN A RETROFIT ANCHOR SYSTEM <a href="#">(Link)</a>	\$9947.64   \$9947.64	1	NOT APPLICABLE
DESIGN AND CONSTRUCTION SERVICES OF OIG OFFICE SPACE <a href="#">(Link)</a>	\$132000   \$132000	1	NOT APPLICABLE



# FEDERAL MARKET SNAPSHOT REPORT

Here are the top 10 offices (and total award amounts) from FY17-FY21 for single-offer, unpublished awards in your federal data sector.

### Top Offices (Single Offer, Unpublished Awards)





## What does it mean?

Most small business leaders that are registered for federal contracting feel frustrated.

They don't feel confident that the time and effort they are investing in pursuing federal contracts will ever pay off.

They're not even sure if they are on the right path.

The first step in overcoming this challenge is knowledge. If you want to compete for federal work, you need to know the rules of the game.

In this report, we break down each of the data points listed on the first page in an effort to provide context and meaning.

For each data point, we'll cover three primary questions - "What?", "Why?" and "How?"

"What does it mean?" | "Why is it so?" | How do I move forward?"

We'll also provide an "Insider's Insight" for each data point.

Hopefully, you'll find this report to be informative and instructive in your pursuit of federal work.





## Fiscal Year (FY)

### What does it mean?

Each year, the federal government proves to be the world's largest consumer of products and services.

The government "Fiscal Year" starts on October 1st and ends the following September 30th. This is how annual federal contract spending is tracked.



### Why is it so?

The federal government relies on outside contractors and suppliers to fulfill most of its needs.

Each year, the Executive Departments submit budget proposals to Congress for approval. Once the budget requests are approved, the funds are appropriated to various projects and programs based on the priority initiatives of each Agency.

As those funds are allocated, the Agencies hire commercial firms to fulfill many of these requirements.



## Fiscal Year (FY)

### How do I move forward?

First, you need to identify your "Ideal Government Client".

This is accomplished by finding the specific agency within the federal government where your core value offering aligns with their specific needs.

This can be accomplished by:

- Researching previously awarded contracts to find the agencies that have recently purchased similar services,
- Researching agency forecasts to identify future opportunities that align with your offerings.



### Insider Insight



If you don't already have an established relationship with your target agency, consider starting small - credit card purchases and purchase orders.

Why?

Federal buyers are typically risk-averse. They want to know you are able to perform the work before they are willing to make a significant buying commitment from you.

An effective way to introduce your offer is to offer a relatively low-risk, smaller "trial" engagement that allows the purchaser an opportunity to better understand your business, your solution and your fit in helping them solve their problems or achieve their goals.



## Small Business Contracts

### What does it mean?



Small businesses win a significant percentage of federal contracts.

If a small business has the experience, acumen, and curriculum sought by the federal government, the fact that they are a "small" business does not preclude them from consideration or award.

In fact, a high percentage of these contracts awarded to small businesses did not include a small business "set-aside". This means the small businesses that won the contracts competed head-to-head with large firms and won.

### Why is it so?



From the SBA:

Government contracts are a tremendous financial opportunity for small businesses.

The U.S. government is the largest customer in the world. It buys all types of products and services – in both large and small quantities – and it's required by law to consider buying from small businesses.

The government wants to buy from small businesses for several reasons, including:

- To ensure that large businesses don't "muscle out" small businesses,
- To gain access to the new ideas that small businesses provide,
- To support small businesses as engines of economic development and job creation,
- To offer opportunities to disadvantaged socio-economic groups,



## Small Business Contracts

### How do I move forward?

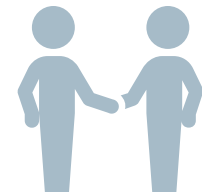


Start by identifying the federal agencies that have a track record of awarding these types of opportunities to small businesses.

Next, identify the key people within the agency that can help you get connected to stakeholders and decision-makers.

Finally, prepare your business to work specifically with your target audience within your target agency.

### Insider Insight



Every federal agency has at least one (and sometimes several) "Small Business Liaisons".

These individuals are responsible for assisting small businesses in understanding how to work with the agency.

In order to maximize your opportunities with a particular agency, do your homework and be prepared to demonstrate your knowledge about the agency's procurement preferences to the small business liaison.

Make a great first impression and demonstrate that you've done your homework, and your small business liaison will advocate for you within the agency.



## Subcontracting

### What does it mean?



Just as federal agencies have small business preference program goals (such as small business, HUBZone, Service Disabled Veteran, Women etc), prime contractors performing work on federal contracts valued over certain dollar thresholds have similar goals built in to their contracts.

In addition to marketing to the right Government agencies, marketing to other larger target government contractors will maximize your opportunities and allow you to leverage your business ownership status.

### Why is it so?



Large firms typically must include a Small Business Subcontracting Plan with their proposals when the contract's value is expected to exceed \$750,000.

The rules state that these firms must give the "maximum practicable opportunity" to eligible small businesses to participate in the project.



## Subcontracting



### How do I move forward?

1. Identify the major prime contractors that do significant work for Federal agencies where there may be a logical fit for the services you provide.
2. Research the company and identify not only the contracts they have performed but also their main mission, vision, and market. Identify their specific company goals, as well as company successes.
3. Research their small business and diversity initiatives.
4. Identify the Small Business Liaison Officer or Diversity Officer within the company.
5. Contact the small business person you have identified.



### Insider Insight

Demonstrate to the Prime Contractor that you've done your homework and come to the meeting prepared.

Research the types of contracts they typically win, review forecasts of upcoming opportunities they may be interested in, and bring some potential teaming opportunities for review during your initial meeting.



## Not Everything is Posted at SAM.gov



### What does it mean?

Overall, more than half the purchases the federal government makes are completed without a publicly-listed bid or quote notification.

If you use public bid websites such as sam.gov as your primary way of finding new bid opportunities, you are missing out on approximately half of your potential opportunities.



### Why is it so?

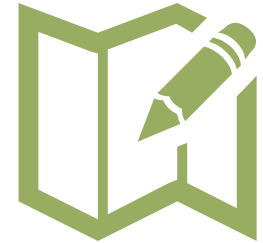
The federal government has rules that determine when they are required to post contracting opportunities in the federal domain.

Many of the purchases for federal consulting services fall outside the parameters that require a public bid notification. Therefore, government buyers do not post opportunities for public bid. Instead, they reach out directly to potential vendors and request quotes.



## Not Everything is Posted at SAM.gov

### How do I move forward?



Start by identifying the agencies that utilize Simplified Acquisition Procedures ("SAP") to purchase professional consulting services.

SAP awards are easier to win and easier to fulfill. In many cases, purchases are executed with credit cards or purchase orders. Quotes can be provided over the phone or via email. The Contracting Officer has full discretion as to whether the opportunity will be posted publicly.

### Insider Insight



Many federal buyers will tell you they post all contracting opportunities at sam.gov.

This may be technically true (for "contracting" opportunities) - but they do not execute every purchase through sam.gov.

Be sure to conduct market research before you engage an agency. Know what does - and doesn't - get posted in the public domain.



## Small Businesses Win Big Contracts



### What does it mean?

Small businesses generated significant revenue from federal contracts over the last 24 months.

In the last 10 years, the average small business contract value has increased from \$217,255 to over \$300,000.

During that same timeframe, the federal government has increased the ceiling for permitting small business contracts to be awarded without full and open competition.

### Why is it so?



As technology evolves and becomes an ever-increasing element of day-to-day business activities, the federal government relies on small businesses to provide agile and innovative solutions.

Additionally, there are significantly more small businesses than large, and the small business community as a whole is significantly more specialized in what they do than the large business community, making small businesses a better fit for many projects.

Finally, the federal government supports small businesses because it's good for the economy.



## Small Businesses Win Big Contracts

### How do I move forward?



The key is starting with the right size project.

Make sure you begin with a commitment you can fulfill on time and within budget. For most small businesses, the best opportunity to start working with a new agency comes in the form of a credit card (micro-purchase) or purchase order (Simplified Acquisition).

These types of opportunities are easier for new contractors to win, because they are low-risk ways for an agency to evaluate performance.

### Insider Insight



As stated earlier, an alternative to working directly with the federal government is to subcontract with a large Prime Contractor.

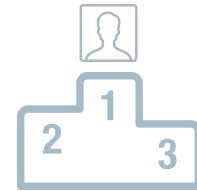
Large businesses that pursue federal contracts are typically required to subcontract a percentage of the work to small businesses.

For this reason, most large federal contractors have programs to help small businesses subcontract. This is also a way for a small business to earn "Past Performance" credit without having to win the contract directly.



## Federal Buyers Often Only Receive 1 Offer

### What does it mean?



Even though a large percentage of federal contracts are coded as "Full and Open Competition", in reality, the Contracting Officer only receives one offer on average about 1/3rd of the time.

For contracts awarded to small businesses, the percentage of single-offer awards is typically even higher.

### Why is it so?



There are several explanations for why such a significant percentage of federal awards only receive a single offer.

First, there are rules in place that allow federal buyers to streamline the buying process for certain types of products and services (especially for purchases under \$250,000). In these situations, Contracting Officers may be allowed to proceed after only receiving one offer.

Second, most purchases under \$250,000 are not advertised, publicized or otherwise communicated. Therefore, the majority of eligible businesses do not submit an offer due to a lack of awareness.



## Federal Buyers Often Only Receive 1 Offer

How do I move forward?



You have to find the buyers that are buying your services from your competition using these "Simplified Acquisition" methods.

You need to gain a strong understanding of who is buying your services, how they buy, who they buy from now, and what factors they consider when determining who to buy from in the future.

## Insider Insight



The key to gaining opportunities with a new federal buyer is to schedule a "Capabilities Briefing".

During a Capabilities Briefing, you have an opportunity to communicate directly with your targeted federal buyer, learning about their needs and explaining how your solution(s) may benefit them.