

## 10. Seek additional assistance as needed in the Navy and DOD marketplace

Electronic Commerce Resource Centers ([www.ecrc.ctc.com/index.htm](http://www.ecrc.ctc.com/index.htm)) provide assistance regionally on getting started in the electronic marketplace.

Procurement Technical Assistance Centers (PTACs) ([www.dla.mil/ptac](http://www.dla.mil/ptac)) are located in most states and partially funded by DOD to provide small business concerns with comprehensive information on how to do business with the Department of Defense. They provide training and counseling on marketing strategies, business development, small business programs, financial and contracting issues, and procurement regulations at minimal or no cost. Exchange System If your company is engaged in retail activities, visit Navy Exchange System website ([www.navy-nex.com](http://www.navy-nex.com)) and the Marine Corps Exchange website ([www.usmc.mwr.com](http://www.usmc.mwr.com)). The exchanges are retail operations that provide quality products and a variety of services to the men and women of the Armed Forces, retirees, reservists, and their families.

### Do your research and market your firm well. Good luck!

After you have identified your customers, researched their requirements, and familiarized yourself with Department of Navy and DOD procurement regulations and strategies, it is time to market your product or service. **The first presentation of your company's capabilities should be directly to the small business specialists at the Navy and Marine Corps activities that buy your products or services.** The **Small Business Specialist** will provide you additional points of contact for marketing the customer and pertinent information regarding long-range acquisition forecasts. Besides positive marketing efforts, remember the Department of the Navy seeks quality solutions for its requirements in a timely and cost effective manner. Outstanding "past performance" is one of your most valuable assets.

## TEN STEPS TO SUCCESS

### What it takes to successfully market your product to the Department of the Navy



## A Guide to the Department of the Navy Marketplace

The Secretary of the Navy's Office of Small and Disadvantaged Business Utilization developed this guide as a tool for small businesses to use in their search for potential Department of the Navy markets. **Key to doing business with the Navy/Marine Corps is understanding that our procurements are diverse and that our contracting functions are decentralized. This guide has been designed to help you successfully market your product to the Department of the Navy.**

Thank you for your interest in doing business with us.

Good luck.



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## A Step-by-Step Approach

### 1. Identify your Product or Service

Know the *Federal Supply Classification Code (FSC)* and *North American Industry Classification System (NAICS) Code* for your product or service. Many government product/service listings and future procurements are identified by FSC ([www.ecrc.uofs.edu/fsc-codes/fsc.html](http://www.ecrc.uofs.edu/fsc-codes/fsc.html)) or NAICS ([www.sba.gov/size/NAICS-cover-page.htm](http://www.sba.gov/size/NAICS-cover-page.htm)).

**NOTE:** Effective October 1, 2000, Small Business Size Standards for all Federal Government programs will be those that SBA has established for industries as described in the NAICS. Size Standards for industries described in the Standard Industrial Classification Codes will no longer apply. The new table of small business size standards based on NAICS replaces the existing table based on Standard Industrial Classification Codes.

### 2. Obtain a Data Universal Numbering System (DUNS) Number, register in the Central Contractor Registration (CCR) System, and obtain a Commercial and Government Entity (CAGE) Code

Dun and Bradstreet maintains the *DUNS* company identifier system utilized by both government and corporate officials searching for background information on companies. Enter [www.dnb.com/dunsno/dunsno.htm](http://www.dnb.com/dunsno/dunsno.htm) to obtain your DUNS number.



09/25/00  
Guided Missile Cruiser *USS Gettysburg (CG 64)* sails in formation with the *USS Enterprise (CVN 65)* Battlegroup

You must be registered in the CCR to be awarded a contract from the Department of Defense (DOD) ([www.ccr2000.com](http://www.ccr2000.com)). 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.

A CAGE Code is a five-position code that identifies companies doing or hoping to do business with the Federal Government. The code provides for a standardized method of identifying Clearance, a Pre-Award survey, automated Bidders Mailing List, pay processes, source of supply, etc. In some cases, prime contractors may require their sub-contractors to obtain a CAGE Code also. The CAGE request process is now incorporated in the CCR registration. Therefore, upon activation in CCR, your company will be assigned a CAGE Code. Notification of your new CAGE Code is by letter via the US Postal Service. The CAGE notification is sent to the person listed under the "Registrant Name" in the registration documentation. In addition, once your registration is active you may view your CAGE code on the web by searching the active registrations at [www.dliss.dla.mil/CAGEsearch/](http://www.dliss.dla.mil/CAGEsearch/).



October 16, 2000  
F/A-18C Hornet of  
the "Dambusters"  
Strike Fighter  
Squadron One  
Nine Five

### 3. Register in the Small Business Administration (SBA) Procurement Marketing and Access Network (PRO-Net) system and investigate other SBA resources and small business programs

Visit SBA's website at [www.sba.gov](http://www.sba.gov) and click Pro-Net, an electronic gateway of procurement information -- for and about small businesses. It is a search engine for contracting officers, a marketing tool for small firms and a "link" to procurement opportunities and important information. It is designed to be a "virtual" one-stop-procurement-shop. It is free to federal and state government agencies as well as prime and other contractors seeking small business contractors, subcontractors and/or partnership

opportunities. Pro-Net is open to all small firms seeking federal, state and private contracts. SUB-Net, a new site, provides access to prime contractor subcontracting opportunities. Small business may access this site to view solicitations.

While at the SBA's website, be sure to check out the other valuable resources available there such as: *Small Business Development Centers*, *Service Corps of Retired Executives (SCORE)*, *Minority Enterprise Development/8(a) Business Development Program*, and *Small Disadvantaged Business (SDB) Certification* procedures. Find out if your firm is located in a *Historically Underutilized Business Zone (HUBZone)* to participate in the HUBZone Empowerment Contracting Program. If your business is owned and controlled by women, be sure to check out *Office of Women's Business Ownership*, which has links to many services designed to help women succeed in business.

### 4. Familiarize yourself with Federal, DOD, and Navy contracting procedures

Be familiar with *Federal Acquisition Regulations (FAR)* ([www.arnet.gov/far](http://www.arnet.gov/far)), the *Defense Federal Acquisition Regulation Supplement (DFARS)* ([www.acq.osd.mil/dp/dars](http://www.acq.osd.mil/dp/dars)), and the *Navy Acquisition Procedures Supplement (NAPS)* ([www.abm.rda.hq.navy.mil/nap1](http://www.abm.rda.hq.navy.mil/nap1)).

*Selling to the Military* ([www.acq.osd.mil/sadbu/publications/selling/index.html](http://www.acq.osd.mil/sadbu/publications/selling/index.html)) is an introduction to the broad subject of contracting with agencies within DOD. The handbook provides an introduction to DOD contracting principles and practices, and provides lists of products and services keyed to particular major buying offices.

### 5. Identify the Navy/Marine Corps contracting activity that purchases your product or service and contact the Small Business Specialist on-site

Department of the Navy contracting functions are decentralized. Each Navy/Marine Corps major buying activity purchases supplies and services that support its own mission. Each buying activity has a **Small Business Specialist** assigned who is the small business entrepreneur's focal point for upcoming procurements and their source for counsel on small business matters at that particular activity.

Locate a contracting activity that purchases the product and/or service your company offers, and its corresponding **Small Business Specialist** by utilizing the Department of the Navy *Marketing Information Service* ([www.hq.navy.mil/sadbu/marketinfo](http://www.hq.navy.mil/sadbu/marketinfo)). This is a searchable database of products and services purchased by the Navy and Marine Corps during the previous Fiscal Year. Your search will

result in a list of contracting activities for that product/service and contact information for the **Small Business Specialist** assigned to those activities. This is an invaluable tool to identify target markets and their geographical locations.

While you're there, be sure to visit other sections of the Department's Office of Small and Disadvantaged Business Utilization Home Page at [www.hq.navy.mil/sadbu](http://www.hq.navy.mil/sadbu). The *Head of Contracting Activity (HCA)* page provides a list of small business specialists assigned to each subordinate buying activity and direct links to each Navy and Marine Corps major contracting activity homepage, many of which contain procurement forecasts and solicitation information.



June 2, 2000  
U.S. Navy Hospital Corpsman set up a field hospital.

The *Procurement Conferences* page contains a schedule of upcoming outreach events with Navy and Marine Corps participation. The *Procurement Resources* page provides direct links to Federal, DOD, and Navy acquisition and procurement information.

### 6. Identify current and future Navy and Marine Corps procurement opportunities

The Department's *Long Range Acquisition Estimates* (i.e., procurement forecast) is an excellent tool for identifying projected contractual requirements from Fiscal Year 2001 to 2004. This information is available at <http://rae.abm.rda.hq.navy.mil>. Search results provide projected contractual requirement descriptions, dollar values, buying commands, technical and buying points of contact, and acquisition strategies (full and open, set aside, etc.).

Search for current procurement opportunities in a specific product or service area by checking the *Navy Electronic Commerce Online (NECO)* website: [www.neco.navy.mil](http://www.neco.navy.mil). All Navy business opportunities are either on this site or linked to it. To use this site, a vendor must register in the CCR System (See No. 2 above). NECO has a searchable database of Requests for Quotations, Requests for Proposals, and Synopses. NECO also has an entire page of useful links to other *Electronic Commerce* sites, *Navy Business Opportunities* sites, and *DOD specifications and standards*.

Accessing the electronic version of the *Commerce Business Daily (CBD)* and the *Federal Business Opportunities* website will identify Navy, as well as other DOD and Federal

government procurement opportunities. For the CBD, visit <http://cbdnet.gpo.gov>. Also visit the Federal BizOpps website at [www.fedbizopps.gov](http://www.fedbizopps.gov).

### 7. Investigate Federal Supply Schedule (FSS) contracts

Many Navy and Marine Corps supplies and services are purchased utilizing FSS contracts and the SmartPay International Merchant Purchase Authorization Card (IMPAC). Contact the General Services Administration (GSA) for information on how to obtain a FSS contract ([www.fss.gsa.gov](http://www.fss.gsa.gov)) and why you should accept the IMPAC Card ([www.fss.gsa.gov/services/gsa-smartpay/business.cfm](http://www.fss.gsa.gov/services/gsa-smartpay/business.cfm)) when doing business with the Navy and Marine Corps.

### 8. Investigate other DOD programs

There are several DOD small business programs that may be of interest to you, including the *Indian Incentive Program*, *Mentor-Protégé*, *Small Business Innovation Research*, *Women-Owned Small Business*, *Veteran Owned Small Business*, and the *Historically Black Colleges and Universities/Minority Institutions* Program. Information on these programs, DOD publications, and much more is available for downloading from the DOD Office of Small and Disadvantaged Business Utilization website: [www.acq.osd.mil/sadbu](http://www.acq.osd.mil/sadbu).

### 9. Explore subcontracting opportunities

Regardless of your product or service, it is important not to neglect the very large secondary market, *Subcontracting Opportunities with DOD Prime Contractors* ([www.acq.osd.mil/sadbu/publications/subdir/index.html](http://www.acq.osd.mil/sadbu/publications/subdir/index.html)). This website lists all major DOD prime contractors by state and provides a point of contact (Small Business Liaison Officer) within each firm. We encourage you to investigate potential opportunities with these firms. Many also have websites that may be useful and we encourage you and them to team with each other.