



☆☆☆☆ United States Senator for Ohio ☆☆☆☆  
**Sherrod Brown**



## Conducting Business with the Department of Defense

### MARKETING HINTS

- **Register your business:**
  - Obtain a DUNS Number:  
[http://www.grants.gov/applicants/request\\_duns\\_number.jsp](http://www.grants.gov/applicants/request_duns_number.jsp)
  - Register with Central Contractor Registration (CCR):  
<http://www.ccr.gov/>
- **Understand contract types:**
  - Fixed-Price: sealed-bidding or negotiated
  - Cost-Reimbursement: negotiated only
  - Various ranges of contractor risk
- **Small Business Subcontracting Plan:** Required; must be approved before an award.
- **Target your customer:** Who are your customers? What are their needs?
- **Identify current procurement opportunities:**  
<https://www.fbo.gov>
- **“Doing Business with DoD”:**  
[http://www.acq.osd.mil/osbp/doing\\_business/index.htm](http://www.acq.osd.mil/osbp/doing_business/index.htm)

The Military Services and some Defense Agencies have small business specialists at each of their procurement and contract management offices to assist small businesses interested in doing business with the Department of Defense (DoD). Special marketing assistance opportunities are available to veteran-owned, service-disabled veteran-owned, HUBZone, small disadvantaged, and women-owned small businesses.

Among other services, 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.

### SMALL BUSINESS SPECIALIST CONTACTS

The Army, Navy, Air Force, and Defense Logistics Agency maintain the names of Small Business Specialists to help you. Small Business Specialists provide assistance on how to market to the DoD.

<b>Army</b>	<a href="http://sellingtoarmy.com/User/Misc/SearchASBS.aspx">http://sellingtoarmy.com/User/Misc/SearchASBS.aspx</a>
<b>Navy/Marine Corps</b>	<a href="http://www.donhq.navy.mil/OSBP/">http://www.donhq.navy.mil/OSBP/</a>
<b>Air Force</b>	<a href="http://www.selltoairforce.org/">http://www.selltoairforce.org/</a>
<b>Defense Logistics Agency (DLA)</b>	<a href="http://www.dla.mil/db/sb_offices.asp">http://www.dla.mil/db/sb_offices.asp</a>
<b>Other Defense Agencies (ODAs)</b>	<a href="http://www.acq.osd.mil/osbp/links/dod_osbp.htm">http://www.acq.osd.mil/osbp/links/dod_osbp.htm</a>

### Additional Assistance and Resources

**DefenseLink** is the starting point for information on the U.S. Military. It is a website that provides links to the homepages of every DoD activity to help you research the marketplace and identify your target markets. Visit: [www.defenselink.mil](http://www.defenselink.mil)

**Procurement Technical Assistance Centers (PTACs)** provide small businesses with technical information on how to do business with DoD, including training and counseling on marketing, financial, and contracting issues at minimal or no cost. Visit: [www.dla.mil/db/procurem.htm](http://www.dla.mil/db/procurem.htm).