



ACQUISITION AND
TECHNOLOGY

OFFICE OF THE UNDER SECRETARY OF DEFENSE

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GUIDE TO DoD CONTRACTING OPPORTUNITIES

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

1. Identify Your Product or Service

It is essential to know the Federal Supply Class or Service (FSC/SVC) codes [<http://www.dlis.dla.mil/h2>] and North American Industry Classification System (NAICS) codes [<http://www.census.gov/naics>] 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 [<http://www.dnb.com>] to obtain one.

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

You must be registered in Central Contractor Registration (CCR) [<http://www.ccr.gov>] 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.

3. Identify Your Target Market within DoD

The DoD Directorate for Information Operations and Reports (DIOR) [<http://www.dior.whs.mil>] produces a report (ST28) of products and services purchased each fiscal year by the DoD. Data on the ST28 are sorted by FSC/SVC code and provide name and location of DoD contracting offices. This report is found at the bottom of the Procurement Statistics page [<http://www.dior.whs.mil/peidhome/procstat/procstat.htm>] and can be cross-referenced with the list of Small Business Specialists within each individual service organizations.

- ARMY [<http://sellingtoarmy.com/User/Misc/SearchASBS.aspx>]
- NAVY [<http://www.hq.navy.mil/sadbu/HCA.htm>]
- AIR FORCE [<http://www.selltoairforce.org/Locator/locator.asp>]
- DLA [http://www.dla.mil/db/DLA_SB_Directory.htm]

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 [<http://www.fedbizopps.gov>] 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) [<http://www.arnet.gov/far>] and the Defense Federal Acquisition Regulation Supplement (DFARS) [<http://www.acq.osd.mil/dpap/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) [<http://www.fss.gsa.gov>] 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) [<http://www.dla.mil/db/procurem.htm>] 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) [<http://www.acq.osd.mil/dpap/ebiz>] provides assistance on getting started in the DoD electronic marketplace.
- ▶ Small Business Specialists (SBS) are located at each DoD buying activity and can provide assistance on how to market to the DoD.
 - ARMY [<http://sellingtoarmy.com/User/Misc/SearchASBS.aspx>]
 - NAVY [<http://www.hq.navy.mil/sadbu/HCA.htm>]
 - AIR FORCE [<http://www.selltoairforce.org/Locator/locator.asp>]
 - DLA [http://www.dla.mil/db/DLA_SB_Directory.htm]
- ▶ DefenseLink [<http://www.defenselink.mil>] provides links to the homepages of every DoD activity. This information can be invaluable in researching the DoD marketplace and identifying your target market.
- ▶ Additional procurement-related resources are located in the Links section of our web site [<http://www.acq.osd.mil/sadbu/links>].

8. Explore Sub-contracting Opportunities

Regardless of your product or service it is important that you do not neglect our very large secondary market, Subcontracting Opportunities with DoD Prime Contractors [http://www.acq.osd.mil/sadbu/doing_business/subdir-2005-11.pdf]. 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 to explore teaming options.

The SBA's SUB-Net [<http://web.sba.gov/subnet>] is a 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 the DoD Mentor-Protégé Program, the Small Business Innovation Research Program, and the Historically Black Colleges and Universities and Minority Institutions Program. Information on these and other programs is available on the DoD Office of Small Business Programs [<http://www.acq.osd.mil/sadbu>] 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. Good luck!