



Selling to the Federal Government

San Diego District Office

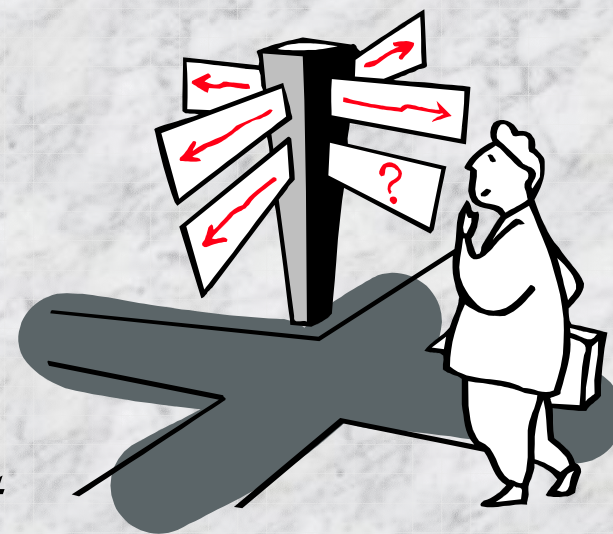


First Thing To Do

- Obtain a Data Universal Number System (DUNS) Number

www.dnb.com/us

- *DUNS Number can be obtained free-of-charge at time of CCR registration (see next slide)*





Register Your Business

- Central Contractor Registration Database (CCR)
 - Keep Current (Update yearly at minimum)
www.ccr.gov
- Online Representations and Certifications Application (ORCA)
<https://orca.bpn.gov/>



Know the Federal Contract Certifications

- **Self-Certifications**

 - Small Business – **NAICS Codes**

 - Woman-owned Business

 - Veteran-owned Business

 - Service Disabled Veteran-owned Business

- **Formal Certification Programs**

 - 8(a) Business Development

 - HUBZone

 - Small Disadvantaged Business (SDB)



Formal Certifications

- **Requires SBA Approval**
 - **8(a)** - Socially and economically disadvantaged firms enrolled in a 9-year business development program.
 - **HUBZone** - Small businesses located in areas identified as historically underutilized business zones, and with 35% of its employees living in HUBZones.
 - **SDB** - Three-year certification for small, socially and economically disadvantaged firms eligible to receive prime and subcontract preferences.



8(a) & SDB

SBA 8(a) program

- Applies to all purchases
- Must be certified by the SBA
- Non-competitive and competitive program
- 9-year term - no renewals
- All 8(a) firms are SDBs
- Award must be made at fair market price
- FAR 19.8

SDB program

- Applies over \$100,000
- Must be certified by the SBA
- Competitive program
- 3-year term with renewals
- Not all SDBs are in 8(a) program
- 10% price evaluation credit (limited to select agencies)
- FAR 19.11 and 19.12



HUBZone Program

HUBZone Program

- Applies to purchases over \$3,000;
- Must be certified by SBA - no term limits;
- Recertification required every 3 years;
- Competitive and sole-source program benefits;
- 10% price evaluation preference
- Principal office must be in a HUBZone
- 35% of employees must live in a HUBZone
- FAR 19.13





Veteran's Program



Service Disabled Veteran Owned Small Business

- Applies to purchases over \$3,000
- Self Certified on CCR
 - VA determines Service Disability
- No term limits
- Competitive and sole-source program benefits
- Subcontracting and Prime Contracting goals
- FAR 19.14



Know the Rules

- Federal Acquisition Regulations (FAR)
www.arnet.gov/far
- Subpart 8.4 – Federal Supply Schedules
- Part 13 – Simplified Acquisitions
- Part 14 – Sealed Bidding
- Part 15 – Contracting by Negotiation
- Part 19 – Small Business Programs





Finding Prime Contract Opportunities

- **Research Past Purchases**
 - GSA Federal Procurement Data Center
<https://www.FPDS.gov>
- **Identify Current Procurement Opportunities**
 - Federal Business Opportunities (FBO)
www.fbo.gov



FedBizOpps

Identify Opportunities – Follow the Money

FedBizOpps
Federal Business Opportunities

★ **Find Business Opportunity**

★ **General Information**

- ▶ Section 508 Vendor Notice
- ▶ Interface Description
- ▶ Management Responsibility
- ▶ Frequently Asked Questions

★ **Privacy and Security Statement**

- ▶ Privacy and Security Statement

★ **FedBizOpps News**

- ▶ What's New?

FedBizOpps.gov is the single government point-of-entry (GPE) for Federal government procurement opportunities over \$25,000. Government buyers are able to publicize their business opportunities by posting information directly to FedBizOpps via the Internet. Through one portal - FedBizOpps (FBO) - commercial vendors seeking Federal markets for their products and services can search, monitor and retrieve opportunities solicited by the entire Federal contracting community.

FedBizOpps BUYERS **FedBizOpps VENDORS**

★ **Related Links**

- ▶ DEMO FBO
- ▶ DoDBusOpps
- ▶ Federal Agency Business Forecas
- ▶ Federal Assets Sales
- ▶ Federal Commons
- ▶ Firstgov
- ▶ Minority Business Development Agency
- ▶ SUB - Net(Sub-K Opps)
- ▶ Vendor Registration

www.fedbizopps.gov/



Log In

Log-In:

Password:

Log In

[Forgot Your Password?](#)
[Security and Privacy](#)
[About FPDS-NG](#)
[Contact Help Desk](#)



What's New

New government wide standard reports and improved adhoc reporting is now available.

[For more information on reports and other new items please click here.](#)

[DoD Data Availability](#)

[For more information on using and importing the XML data archives please click here.](#)

[To read this month's FPDS-NG Information Center newsletter, click here.](#)

[FPDS-NG User's Manual](#)



Top Requests

Current top requests:

[Hurricane Katrina Contracts](#)

[Hurricane Rita Contracts](#)

[Other Hurricane/Disaster Relief Trending Analysis Report for the Last 5 Years](#)

[FPDS-NG Transaction and User Statistics](#)

[Performance Based Statistics](#)



Finding Subcontracting Opportunities

- Subcontracting Opportunities
Directory of Large Prime Contractors
www.sba.gov/gc/sbsd.html
- SUB-Net
<http://web.sba.gov/subnet>



SUB-Net

<http://web.sba.gov/subnet/>

A screenshot of the SBA SUB-Net website interface. On the left is a dark vertical sidebar with the SBA logo and 'SUB-Net' in yellow, and four orange buttons: 'About SUB-Net', 'Search For Solicitation', 'See Award Results', and 'Post Solicitation'. The main content area features a large SBA SUB-Net logo, the text 'U.S. Small Business Administration Subcontracting Network', and links to 'Subcontracting Opportunities Directory' and 'SBA's PRO-Net'. At the bottom are links for 'DISCLAIMER' and 'Privacy Policy'.

SBA
SUB-Net

About SUB-Net

Search For
Solicitation

See Award
Results

Post
Solicitation



U.S. Small Business Administration
Subcontracting Network

Also see SBA's [Subcontracting Opportunities Directory](#)
& [SBA's PRO-Net](#) - Procurement Marketing and Access Network

[DISCLAIMER](#)

[Privacy Policy](#)



Federal Supply Schedules

- Investigate Federal Supply Schedule (FSS) Contracts
- Become a GSA schedule contractor

www.gsa.gov



Joint Ventures & Teams

- Investigate Joint Venture/Teaming Arrangements
 - Excluded from affiliation – 13 CFR 121.103(f)(3)
 - “bundled” requirement
 - other than a “bundled” requirement



Market Your Firm

- Present your capabilities directly to the federal activities and large prime contractors that buy your products and services
- Attend procurement conferences and business expos
- Attend Business Matchmaking events



View Solicitations

- Request or download a bid package
- Obtain copies of relevant specifications & drawings
- Understand relevant purchasing regulations
- Federal Acquisition Regulations:
 - Micro-purchases (under \$3,000)
 - Simplified Acquisitions (under \$100,000)
 - Bids & Proposals (over \$100,000)
- Contract clauses



Prepare Your Offer

- 3 Rules for a solicitation:
 - Read it...Read it...Read it!!!*
- Request a Procurement History
- Attend Pre-Bid Meetings & Walk-Throughs
- Get clarification of ambiguities
- Proofread your proposal
- Submit it on time!





Contract Award

- Are you Responsive?
- Are you Responsible?
 - Pre-Award Survey: Technical capability & production capability
 - Quality Assurance (QA)
 - Financial: accounts receivable, net worth, cash flow
 - Accounting System
 - System for Qualifying Suppliers
 - Packaging, Marking, Shipping





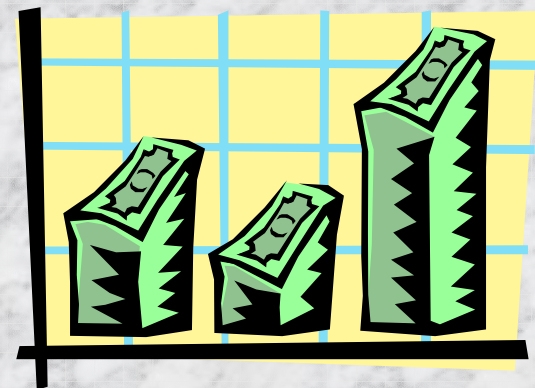
Contract Performance

- Contingency Plans
- Have a back up plan if something goes wrong
- Give yourself enough time to react
- Anticipating Final Inspection
- Make an appointment before shipping date
- On-Time delivery
- Establish a good track record



Getting Paid

- Know the paperwork process
- Keep good records
- Know your options
 - Progress payments
 - Prompt Payment Act
- EFT (electronic funds transfer)
- Accept government credit cards





Seek Additional Assistance

- **Procurement Technical Assistance Center (PTACs)** www.dla.mil/db/procurem.htm
- **Small Business Specialists**
www.acq.osd.mil/sadbu
- **Local District Offices and Resource Partners**
www.sba.gov
 - **Local Small Business Development Centers**
 - **SCORE** www.score.org
 - **Women's Business Development Centers**
<http://www.onlinewbc.gov/>



SBA Assistance Programs

- Federal Agency Contract Goal Program
- Procurement Marketing (FBO & SUB-Net)
- Certificate of Competency Program (COC)
- Size Program – NAICS Information
- E-Business Institute



E-Business Institute

Online Courses

National Training Events

Library

Entrepreneurial Development

Web Events

Women's Business Centers

Home

ONLINE COURSES, WORKSHOPS & GUIDES



Knowledge is power! Improve your ability to compete by participating in one or more of the short, self-paced courses and workshops listed below.

▶ STARTING A BUSINESS

1. [Entrepreneurship: Starting & Managing Your Own Business](#)
2. [How to Start a Small Business](#)
3. [Self Assessment: Understanding Your Skills & Needs](#)
4. [Identify Your Target Market](#)
5. [The Business Plan](#)
6. [El Plan Commercial \(The Business Plan – Spanish\)](#)
7. [Business Plan Workshops](#)
8. [Start-up Costs Tool](#)
9. [Business Basics: Getting Started](#)

▶ BUSINESS MANAGEMENT

1. [Building Your Business](#)
2. [Business Mentoring](#)
3. [Entrepreneurship: Starting](#)

▶ FRANCHISING

1. [Franchise Directories & Evaluation](#)
2. [Is Franchising for Me?](#)
3. [IFA University](#)

▶ INTERNATIONAL TRADE

1. [Online Guide to Exporting](#)
2. [Trade Mission Online](#)
3. [A Primer on Exporting](#)
4. [International Business Opportunities](#)

▶ EMPLOYEE MANAGEMENT

1. [Benefits, Compensation & Wages](#)
2. [Employee Handbook](#)

▶ FEDERAL & STATE RESOURCES

Find online business counseling and training at:
www.sba.gov/training/index.html



Helpful Web Sites

- DOD Small & Disadvantaged Business Utilization Office

www.acq.osd.mil/sadbu/

- Procurement and Technical Assistance Centers

www.sellingtothegovernment.net

- Small Business Development Centers

www.sba.gov/sdbc/



More Helpful Web Sites



U.S. Small Business Administration

[About SBA](#)

[SBA Programs](#)

[Your Local SBA](#)

[SBA News](#)

[Subscriptions](#)

[Forms](#)

[Library](#)

- **SBA's Home Page:** www.sba.gov
- **Government Contracting:**
www.sba.gov/GC

Site includes links to all major government contracting programs discussed here plus much, much more.



Things To Remember

- **TARGET YOUR CUSTOMER:** Who buys your product or service? How do they buy?
When do they buy?
- **KNOW THE RULES:**
 - Federal Acquisition Regulations
 - Contract requirements and specifications
 - How to obtain Contract history
- **PERFORM AS PROMISED:** On-time delivery,
Good Quality, at a Fair Price

San Diego District Office POC

- Government Contracting

Linda Coakley, (619) 727-4868

linda.coakley@sba.gov

8(a) Business Development

Ming Yee, (619) 727-4879

ming.yee@sba.gov