Note: When creating a new document, the following fields should be available for completion by the user.

PREPARED BY: **USER NAME**

CREATE\_DATE: DATE 99/99/9999

**AUTHORITY:** Market research is required in accordance with FAR 7.102, 7.104(a), and FAR 10.001. (Note this information is hard code for federal client)

**BACKGROUND INFORMATION:**

Program Name: (Insert title from the NEW field)

Organization: (Insert USER \_OFFICE SYMBOL)

**TYPE OF ACQUISITION:** Drop down selection **Product** or **Service**

**INITAIL USERS REQUIREMENTS:** Describe the essential physical and performance characteristics/functions required to meet the organizational needs. Text field Maximum 3,500 CHAR

Address any cost effectiveness issues associated with the user requirement, Any potential cost drivers? Any cost performance tradeoffs? Text field Maximum 500 char **PLUS** COST\_TOTAL: deci-2 ->>>,>>>,>>>,>>9.99 VENDOR IN PUT

**FUNCTIONAL INVOLVEMENT:**

DROP DOWN MENU: to select the following: User, technical, contracting, finance, logistics, small business specialist/liaison

**INVOLVEMENT OF TEAM MEMBERS**: name, office symbol, and phone number text field 50 character in length PULL (**FROM USER CODE**)

**MARKET RESEARCH TECHNIQUES AND SOURCE:**

**DROP DOWN MENU**: GSA Advantage [www.gsaadvantage.gov](http://www.gsaadvantage.gov); Federal Supply Schedule [www.fss.gsa.gov](http://www.fss.gsa.gov); Industry day; One-on-one industry session; Request for Information (RFI); [www.beta.SAM.gov](http://www.beta.SAM.gov) ; <https://www.thomasnet.com/>;

Capabilities Statement; Trade Study; Trade Show/Conference; Journal Publications; On-line Product/Service Info; Test Reports; Professional Associations; Order Market Research Reports; Prior Acquisitions; On site visit; Other government sources; Catalogs

OTHER: CHAR 50

**AVAILABLE SOURCES**

Identify potential sources contacted or known: SOURCES CHAR 500

DROP DOWN MENU: Large Business, Small Business, Women Owned Business, Section 8(a) Business, HUBZone Small Business; Veteran Owned Small Business, Service Disable Veteran Owned Small Business, Small Disadvantage Business

DROP DOWN MENU: Sole Source or Blank:

Help Menu (Describe Effort to locate additional sources) = ADD\_SOURCES CHAR 700

Help Menu (Summarized information obtained from each source contacted) = SUMM\_SOURCE CHAR 2,500

**PRODUCT/SERVICE CHARATERISTIC**

Help Menu (Summarize product/service characteristic and capabilities) PROD\_SERV CHAR 1,500

**EXTENT OF COMMERCIALITY IN THE MARKET**

Help Menu: (Describe market place: Access to Government’s leverage in market (Foreign/State/Local) commercial items) COMM\_ITEM\_MKT CHAR 1,500

**PREVALENT BUSINESS PARTICES**

Help Menu” (Describe marketplace: Standard/customary terms/conditions and business provision for industry)

BUS\_TERMS\_COND CHAR 2,500 (VENDOR PROFILE LINK to THE VENDOR WEBSITE) OR NULL

**MARKET AND PRICING ISSUES**

Help Menu: (Identify pricing issues, price range, and price variations, identify trends, -technical/pricing/business/etc.) MKT\_PRIC\_ISS CHAR 1,500 **VENDOR INPUT**

**OTHER CONSIDERATIONS**

Help Menu: (Identify other consideration gather from market research analysis)

OTHR\_CONS CHAR 1,500

Compile Data

Help Menu: Analyze data gather during market research, provide conclusion and recommendations. Document the decision to satisfy the organizational needs.

DOC\_ID\_NUNMBER:

DOC\_ID\_NUNMBER:

MARKET RESEARCH TECHNIQUES AND SOURCE:

AVAILABLE SOURCES

VENDOR INFORMATION:

VEN\_DUN

VEND\_SOCIAL\_ECONOMIC

EST\_PRICE OR EST\_VALUE

MKT\_PRIC\_ISS

**COST AND PRICE ANALYST WORK SHEET**