

General Services Administration
Federal Acquisition Service
Technology Transformation Services
Centers of Excellence
1800 F Street NW | Washington, DC | 20405

{{CoE-Acquisition}}

Market Research Report

The following market research report has been developed in accordance with Federal Acquisition Regulation (FAR) Part [10](#).

Background

The project

The mission of the Centers of Excellence (CoE), housed within the General Services Administration (GSA), is to accelerate Information Technology (IT) modernization, improve the public experience, and reduce legacy IT spending across the Government. CoE accomplishes this by centralizing top government tech talent, leveraging private-sector best practices, and operating with a teaming mindset across Government departments and agencies. To better align with the dynamic effects of such a transformation, CoE provides agency partners with a shared service solution for professional services.

PROMPT

The need

PROMPT

Commented [1]: ACQ TEAM

This should be the highest-level description of the project requirements, allowing for a smooth segue into the next section.

Commented [2]: ACQ TEAM

This is the problem statement. It must match what is in the Acquisition Plan and RFQ.

Previous acquisition history

PROMPT

Commented [3]: ACQ TEAM

If there was a previous buy done for this specific need, please provide the acquisition shop that performed the buy, the period of performance, the contract number, the awardee, the value, and the reason the contract ended.

If there was nothing preceding this buy, please state [1]

Commented [4]: PROJECT TEAM

Please provide a few sentences about what skills are required for success (eg, Ruby programmer, UX researcher, etc.) and what other characteristics you're [2]

Commented [5]: PROJECT TEAM

Please delete the bullet points that are not applicable and add the details for those that are.

... [3]

Commented [6]: This is where you should list the vendors you've spoken with in industry.

Commented [7]: PROJECT TEAM

Use something similar to the following format:

On DATE, NAME contacted NAME. They discussed X [4]

Commented [8]: PROJECT TEAM

Use something similar to the following format:

On DATE, NAME reviewed the market research ... [5]

Commented [9]: PROJECT TEAM

Use something similar to the following format:

On DATE, SHOP issued a Request for Information... [6]

Commented [10]: PROJECT TEAM

Use something similar to the following format:

On DATE, NAME reviewed DATABASE. A, B, and C [7]

Commented [11]: PROJECT TEAM

Use something similar to the following format:

On DATE, NAME attended EVENT. It was put on by [8]

Commented [12]: PROJECT TEAM

Use something similar to the following format:

On DATE, NAME reviewed ITEM from SOURCE. A, B, [9]

Characteristics of an ideal vendor

PROMPT

Market analysis

Methods used

The project team used the following methods when performing their market research.

- Contacting knowledgeable individuals in government and industry regarding market capabilities to meet requirements.
 - a. PROMPT
- Reviewing the results of recent market research undertaken to meet similar or identical requirements.
 - a. PROMPT
- Publishing formal requests for information in appropriate technical or scientific journals or business publications.
 - a. PROMPT
- Querying the governmentwide database of contracts and other procurement instruments intended for use by multiple agencies available at <https://www.contractdirectory.gov/contractdirectory/> and other government and commercial databases that provide information relevant to agency acquisitions.
 - a. PROMPT
- Participating in interactive, online communication among industry, acquisition personnel, and customers.
 - a. PROMPT
- Obtaining source lists of similar items from other contracting activities or agencies, trade associations or other sources.
 - a. PROMPT
- Reviewing catalogs and other generally available product literature published by manufacturers, distributors, and dealers or available online.

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18 USC 1905 and Procurement Integrity Act (41 USC 2102 et seq and FAR 3.104)

Market Research Report - {{CoE-Acquisition}}

- a. **PROMPT**
- Conducting interchange meetings or holding presolicitation conferences to involve potential offerors early in the acquisition process.
- a. **PROMPT**

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Use something similar to the following format:

On DATE, NAME reviewed LITERATURE from SOURCE. A, B, and C was learned from the review.

Commented [14]: PROJECT TEAM

Use something similar to the following format:

On DATE, NAME organized MEETING. The stated purpose was to discuss X. A, B, and C was learned from the event.

Commented [15]: ACQ TEAM

Taking into account everything we learned from the market research performed, please provide a detailed paragraph or two outlining how we ended up with the characteristics of an ideal vendor and explain why we believe that will be what is required to succeed.

Commented [16]: ACQ TEAM

Please make sure this is accurate. If not, please indicate that it cannot be met in this manner and explain what modifications are necessary.

Commented [17]: ACQ TEAM

These are only examples. Please provide the contract vehicle(s) that will provide the government with the best possible vendor pool.

Commented [18]: ACQ TEAM

Please delete the bullet points that are not applicable and add the details for those that are.

Commented [19]: ACQ TEAM

Please provide the rationale for selecting the strategy and types of sources, above. One example would be :

after holding discussions with potential vendors, reviewing previous market research reports, and collating the RFI responses. Of the vendors {{Project-Team}} spoke with, 14 of the vendors were available on Schedule 70 (including the top 5), 4 were available on PSS, and 2 did not hold a GSA Schedule contract. Of the 14 that were available on Schedule 70, only 4 were small businesses, and of those 4, only 1 was a Women-Owned Small Business. However, of those small businesses, they were found to have the technical knowledge and infrastructure necessary to satisfy this procurement. As a result, a small business set-aside should be considered.

Results

PROMPT

Finally, the results of the market research, as outlined above, has allowed the project team to determine that the Government's needs can be met through an offering customarily available in the commercial marketplace, without any modifications.

Sources

Market research findings have determined that the government's needs can be met by the following sources:

Contract strategy

- IT Schedule 70
- Professional Services Schedule (00CORP)
- NASA SEWP

Type of sources

- No sources could be found
- 8(a) sources
- Small Disadvantaged Business (SDB) sources
- HUBZone sources
- Service-Disabled Veteran-Owned Small Business (SDVOSB) sources
- Women-Owned Small Business (WOSB) sources
- Small Business (SB) sources
- Other than small business

This determination was reached **PROMPT**.

Price

Using the reasoning outlined in the Independent Government Cost Estimate (IGCE) of {{CoE-Acquisition}}, the estimated cost is \${{Estimated-Total-Cost}}. This estimate is also the fair market value (FMV) for such a requirement.

Customary terms and conditions

PROMPT

Recommendation

The project team should PROMPT.

Commented [20]: ANYONE

Please make this a link to the finalized IGCE.

Commented [21]: ANYONE

Please find/replace this with the total amount from the finalized IGCE.

Commented [22]: ACQ TEAM

Please ensure this is accurate.

Commented [23]: ACQ TEAM with input from PROJECT TEAM

Please provide any information available regarding how the industry typically sells this in the private sector. An example for a firm fixed price buy would be:

Development of work associated with {{CoE-Acquisition}} would customarily be provided on either an hourly basis or a fixed rate. The project team has scoped the need to be explicitly clear and defined enough to utilize a fixed rate.

Commented [24]: ACQ TEAM

Please provide an explanation of how you'd like to procure this need. For example:

utilize a 100% Small Business Set Aside on Schedule 70 to acquire 12 2-week sprints of the labor categories outlined in the IGCE on a firm fixed price basis.

ACQ TEAM

If there was a previous buy done for this specific need, please provide the acquisition shop that performed the buy, the period of performance, the contract number, the awardee, the value, and the reason the contract ended.

If there was nothing preceding this buy, please state something along the lines of "There is no previous acquisition history associated with this need."

It must match what is in the Acquisition Plan.

PROJECT TEAM

Please provide a few sentences about what skills are required for success (eg, Ruby programmer, UX researcher, etc.) and what other characteristics you're looking for in a vendor (eg, ability to travel, ability to work 24/7, etc.).

A successful approach to this would be to think of a few interview questions you would ask a vendor and back into it from that set of questions you came up with.

PROJECT TEAM

Please delete the bullet points that are not applicable and add the details for those that are.

Note that you research in this section includes anything done in the last 18 months.

PROJECT TEAM

Use something similar to the following format:

On DATE, NAME contacted NAME. They discussed X via email/during a meeting/on the phone. A, B, and C was learned during the exchange.

PROJECT TEAM

Use something similar to the following format:

On DATE, NAME reviewed the market research undertaken for BUY. A, B, and C were learned from this review.

PROJECT TEAM

Use something similar to the following format:

On DATE, SHOP issued a Request for Information (RFI) on MEDIUM. It was closed on DATE. X vendors responded. The results can be viewed [here](URL). A, B, and C was learned from the

RFI.

Page 2: [7] Commented [10]	Omid Ghaffari-Tabrizi - Q2	2/6/19 3:33:00 AM
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PROJECT TEAM

Use something similar to the following format:

On DATE, NAME reviewed DATABASE. A, B, and C was learned from the review.

Page 2: [8] Commented [11]	Omid Ghaffari-Tabrizi - Q2	2/6/19 3:33:00 AM
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PROJECT TEAM

Use something similar to the following format:

On DATE, NAME attended EVENT. It was put on by ORG and the topic was X. A, B, and C was learned from the event.

Page 2: [9] Commented [12]	Omid Ghaffari-Tabrizi - Q2	2/6/19 3:33:00 AM
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PROJECT TEAM

Use something similar to the following format:

On DATE, NAME reviewed ITEM from SOURCE. A, B, and C was learned from the review.