

NOTE FROM SEVEN STEPS TEAM: SEE “HELPFUL HINTS” AT END OF DOCUMENT

Redacted version

[Project Name]
Market Research Plan

Objectives: Conduct market research to determine:

- 1) the extent to which commercial sources and Government-wide Acquisition Contracts (GWACs) can possibly fulfill [Agency] (ACRONYM) Project Name and related requirements;
- 2) if prices and rates under the current ACRONYM contract with [company name] (including its option renewal periods) are still fair and reasonable;
- 3) if new laws, regulations, security conditions, business processes, or other factors necessitate immediate changes in ACRONYM’s service requirements;
- 4) whether industry trends, market conditions and business issues suggest changes in acquisition approach;
- 5) if opportunities exist to “unbundle” requirements to enable more contracts or subcontracts to small, small disadvantaged and other socio-economic procurement categories;
- 6) best practices that can be adopted by ACRONYM, and
- 7) the timeframes for any new procurement actions, including the time needed for a possible transition from the incumbent contractor to a new contractor.

Activity	Responsible Office	Estimated Timeframe (workdays)*
1. Review current and anticipated requirements, activities, demographics, and program needs	Program Office	3
2. Review current contract terms, prices, services and metrics.	Program Office, Procurement Office	5
3. Formulate questions and check-lists for market survey initiative	Program Office, Procurement Office	1
4. Determine subjects for surveying (e.g., commercial sources, Federal, state agencies, commercial users, etc.)	Program Office, Procurement Office	1*

Activity	Responsible Office	Estimated Timeframe (workdays)*
5. Determine methods for conducting surveys/research (e.g., telephone interviews, CIO requests, research tools, etc.)	Program Office, Procurement Office	1*
6. Formulate questions for various target audiences (e.g., GSA FEDCAC, Homeland Security, other large agencies, and commercial providers and users)	Program Office, Procurement Office	2
7. Review GWAC's and Federal Supply Schedule contracts	Procurement Office	5
8. Review market research links, technical literature and industry publications	Program Office	5
9. Interview Agency experts with large records and disaster recovery programs	Program Office	5*
10. Interview Agency contracting officials re. business issues, costs, and performance	Procurement Office	5*
11. Classify, rank and analyze responses	Program Office, Procurement Office	3
12. Assess results	Program Office, Procurement Office	2
13. Make Determinations: a) Current and future needs b) Current market conditions c) Acquisition strategies and timeframes concerning option renewals and re-procurement, if applicable	Program Office, Procurement Office	3
Estimated Timeframe		30 - 35

* - Activities that are asterisked can be accomplished concurrently with other activities.

HELPFUL HINTS:

Pursuant to FAR Part 10, larger, more complex acquisitions may need a project plan for market research. While market research is required for all acquisitions over the simplified acquisition threshold, the level of documentation and actual research should be commensurate with the size of the acquisition.