

Market Research Report
for
Program Name
Date
Prepared by
Program Office

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Background Information

Author: (Name)

Report Date: (MM\DD\YYYY)

Organization: (Org symbol)

Report Title: (Product or service name)

Product/Service Description

[Click here to enter text.](#)

Guidance: Include a description of the service to be addressed by this market research report. Information shall be provided to state current and projected service requirements to be addressed by this acquisition. Provide an estimated dollar amount and projected period of contract performance for this requirement.

Background

[Click here to enter text.](#)

Guidance: Provide a short narrative on what this service shall be used to support. For follow on contracts, include information relative to the previous awards such as:

- *past acquisition strategies supported*
- *changes in the marketplace (suppliers, trends, technologies)*

Performance Requirements

[Click here to enter text.](#)

Guidance: State the critical performance requirements which the service must meet. Identify as appropriate any critical and long lead schedule items which will impact contract performance and delivery requirements.

Market Research Conducted

[Click here to enter text.](#)

Guidance: List any market research conducted to include:

- *Requests for Information (RFIs) / Sources Sought notices*
- *Individual correspondence with potential sources*
- *Industry days*
- *Discussions with other buyers for similar services*

Provide dates, responses, and summary/outcome of correspondence. If a company expressed interest that was determined not to be capable of fulfilling the requirements, be sure to clearly detail why the source was not determined to be capable of meeting the requirements.

Contract Vehicles Considered

[Click here to enter text.](#)

Guidance: discuss any consideration of various available contract vehicles.

Industry Capabilities

[Click here to enter text.](#)

Guidance: List of potential vendors and known sources of supply that could be solicited to provide the service required. Include location, point of contact information and an assessment of their potential capabilities to meet our requirements. Conduct an assessment of each potential supplier's capacity to meet our requirements in terms of known schedule needs. Identify as appropriate any past experience or related experience relative to the service which may be used to identify potential acquisition risks. Identify the number of sources contacted; identify whether they were large business, small business, small/disadvantaged business, Section 8A business, woman-owned business, government/non-government. Summarize the information obtained from each source contacted.

Small Business Opportunities

[Click here to enter text.](#)

Guidance: Provide an assessment of the potential opportunities for small business set aside and direct award opportunities.

Commercial Opportunities

[Click here to enter text.](#)

Guidance: Provide pertinent information that a contracting officer can use to conduct an assessment as to whether the service meets the definitions of FAR Part 2 in terms of

commercial items or non-developmental items which can be acquired using the streamlined acquisition procedures under FAR Part 12.

Conclusions and Recommendations

[Click here to enter text.](#)

Guidance: Summarize your data analysis with recommendations for:

- *Acquisition strategies to pursue (i.e. Small business set aside, full & open, socioeconomic set aside)*
- *List of potential contract vehicles that already exist which may be employed to satisfy your requirement*
- *Relevant risks to be considered as part of any source selection activities for specific contract terms and conditions*