**General Services Administration**

Federal Acquisition Service  
Technology Transformation Services

{{Project-Team}}

1800 F St NW | Washington, DC | 20405

TTS MPP | {{User-Story-Title}}

Market Research Report

The following market research report has been developed in accordance with Federal Acquisition Regulation (FAR) Part [10](https://www.acquisition.gov/content/part-10-market-research).

# Background

## The project

PROMPT

## The user story

PROMPT

## Previous acquisition history

There is no previous acquisition history, as this need is a unique and distinct user story that has arisen as a result of the work performed by {{Project-Team}}.

# Characteristics of an ideal vendor

PROMPT

# Market analysis

## Methods used

{{Project-Team}} used the following methods when performing their market research.

* Contacting knowledgeable individuals in government and industry regarding market capabilities to meet requirements.
  1. PROMPT
* Reviewing the results of recent market research undertaken to meet similar or identical requirements.
  1. PROMPT
* Publishing formal requests for information in appropriate technical or scientific journals or business publications.
  1. 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.
  1. PROMPT
* Participating in interactive, online communication among industry, acquisition personnel, and customers.
  1. PROMPT
* Obtaining source lists of similar items from other contracting activities or agencies, trade associations or other sources.
  1. PROMPT
* Reviewing catalogs and other generally available product literature published by manufacturers, distributors, and dealers or available online.
  1. PROMPT
* Conducting interchange meetings or holding presolicitation conferences to involve potential offerors early in the acquisition process.
  1. PROMPT

## Results

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Finally, the results of the market research, as outlined above, has allowed {{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

Due to the fact {{User-Story-Title}} can be completed within a sprint, the government’s use of the TTS MPP will allow for the most cost effective and technically capable vendors to propose a solution. This will allow {{Project-Team}} to obtain bids from a wide variety of vendors, espousing Full and Open Competition with No Set-Aside Used. Due to the potential value of an award for {{User-Story-Title}}, it is uniquely designed to be completely accessible to small and disadvantaged businesses.

## Price

Using the reasoning outlined in the independent government cost estimate (IGCE), {{User-Story-Title}}, the estimated cost is $IGCE.00. This estimate is also the fair market value (FMV) for such a requirement.

## Customary terms and conditions

Development of work associated with {{User-Story-Title}} would customarily be provided on either an hourly basis or a fixed rate. {{Project-Team}} has scoped {{User-Story-Title}} to be explicitly clear and defined enough to utilize a fixed rate.