Sample Planning Document

Early Market Research

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| *Questions*   * What outcome are we trying to achieve? What is the problem and what are potential solutions as you see them now? * Define the requirement - what product/services are being sought? * What is the nature of the industry, and its distinct features? |
| *Answers* |

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| *Questions*   * Who are the main users or clients of the products and/or services sought? * What benefits will the products/services procured deliver? * What value will the products / services add as compared to the current situation? |
| *Answers* |

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| *Questions*   * How has the requirement been serviced historically? * If the products / services are being procured now in a certain way- why has the existing approach to procuring the goods/services been taken, and have alternative approaches been considered in the past? * Has the current procurement approach worked? * If procurement practice in this area has changed either in your agency or elsewhere - why? * How has previous RfX documentation been designed, and why? |
| *Answers* |

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| *Questions*   * Do we know who existing suppliers are? * Does any supplier have unique offerings? Are there monopolists? * Are you confident that you have identified as many suppliers as possible? |
| *Answers* |

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| *Questions*   * How do you go about better understanding the market? What tools can you use (such as Gartner, IBIS World reports, Supplier Referencing, desktop industry research, etc)? |
| *Answers* |

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| *Questions*   * What are the main risks associated with the outcome? * How have these risks been mitigated in the past, and were these methods successful? * Have recent changes in the industry, or within the agency, created new risks to consider? |
| *Answers* |

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| *Questions*   * Have any noteworthy trends, either in industry or Government, become apparent lately? If so, what are these trends and what is the expected impact on the outcome? * Will these trends have a positive or negative impact on the agency’s business? Furthermore, is it believed that opportunities for innovation exist in the procurement of the requirement? |
| *Answers* |