



# Doing Business with DoD

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# Office of Small Business Programs Roles & Responsibilities

## Deputy for Small Business

- Counsel small businesses seeking federal procurement opportunities
- Liaison with legal and EEO staffs as well as contracting and technical personnel
- Assist warfare center technical customers in locating capable small business sources
- Monitor the activity's performance against assigned goals and targets and recommend actions to correct reporting errors/deficiencies

## SeaPort-e Ombudsman

- Provide timely resolution of SeaPort Enhanced procurement related issues (pre-award)
- Ensure that all contractors are afforded a fair opportunity to be considered
- Assist in Alternative Dispute Resolution, by serving as a neutral third party, and to hear general concerns of Contractors related to the SeaPort-e procurement process
- Evaluate subcontracting plans within SeaPort-e

## Competition Advocate

- Assist prospective contractors in obtaining information on proposed procurement for strategic planning purposes
- Ensure that barriers to full and open competition are eliminated
- Promote early involvement of the requiring activity and program manager in advance planning for competition and in identifying businesses which may be able to meet NSWCCD requirements

## Small Business Website

- <http://www.navsea.navy.mil/nswc/dahlgren/SBI/default.aspx>
- Site is intended to convey news items, publicize events, and provide useful links and other general information related to small business
- Provides an improved method to identify and communicate the capabilities of small businesses to support the warfare center
- Much needed updates will be coming in the next few months





# Selling to DoD

## 10 Steps to Success

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### Step 1: Identify Your Product/Service

- North American Industry Classification System (NAICS)
  - [http://www.sba.gov/idc/groups/public/documents/sba\\_homepage/serv\\_sstd\\_table.pdf](http://www.sba.gov/idc/groups/public/documents/sba_homepage/serv_sstd_table.pdf)
  - Small Business Size Standards Established by NAICS
- Federal Supply Classification Code (FSC)
  - Gov't Catalogs Supplies & Services by Group & Class
  - <http://www.outreachsystems.com/resources/tables/pscs/>
  - *These codes are required for registration in Government data bases, AND they are means by which Government buyers search for available vendors.*



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### Step 2: Identify/Register Your Company

- Obtain Data Universal Numbering Systems (DUNS) Number
  - [www.dnb.com](http://www.dnb.com)
  - 1-866-705-5711
- Register Your Company – [www.ccr.gov](http://www.ccr.gov)
  - Central Contractor Registration
    - ✓ Required to Receive Government Contract, and to be paid !
  - On-Line Representations & Certifications (after CCR registration has been activated)



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### Step 3: Identify DoD Target Market

- Major Buying Commands
- Local Activities
- DoD Report of Products/Services Purchased
  - Federal Procurement Data System, Next Generation (FPDS-NG)
  - <https://www.fpds.gov/>
  - <http://www.usaspending.gov/>
- Identify Small Business Specialists
  - Links to Military Services and DLA SB Web Sites
  - [http://www.acq.osd.mil/osbp/doing\\_business/index.htm](http://www.acq.osd.mil/osbp/doing_business/index.htm)



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### Step 4: Identify Current Procurement Opportunities

- Recovery.gov
- Federal Business Opportunities
  - [www.fbo.gov](http://www.fbo.gov)
- Navy Electronic Commerce Online (NECO)
  - <https://www.neco.navy.mil>
- NSWC Dahlgren
  - <http://www.navsea.navy.mil/nswc/dahlgren/SUPPLY/default.aspx>



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### Step 5: Become Familiar with DoD Contracting Procedures

- Federal Acquisition Regulations (FAR)
  - <http://www.acquisition.gov/FAR/>
  - <http://farsite.hill.af.mil/>
- Defense FAR Supplement (DFARS)
  - <http://www.acq.osd.mil/dpap/dars/dfarspgi/current/index.html>

# Selling to DoD

## Types of Contracts

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- Two Basic Types
  - Fixed Price and Cost Reimbursement
  - Many variations within each type
- Fixed Price
  - Requirement well defined; costs can reasonably be estimated in advance; cost risk primarily on contractor
  - Price not influenced by contractor's cost experience
- Cost Reimbursement
  - Requirement uncertainties present unacceptable pricing risk; typical in RDT&E environment
  - Gov't carries majority of cost risk; contractor recovers allowable costs plus fee
  - DCAA approved accounting system required to perform cost reimbursement contracts and subcontracts !
    - Also required for negotiated fixed price instruments
    - <http://www.dcaa.mil>



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### Step 6: Investigate General Services Administration Schedules & Multiple Award Contract Vehicles

#### Federal Supply Schedules

- [http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentType=GSA\\_OVERVIEW&contentId=8106](http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentType=GSA_OVERVIEW&contentId=8106)

#### Navy SeaPort

- [www.seaport.navy.mil](http://www.seaport.navy.mil)



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### Step 7: Seek Additional Assistance

- Procurement Technical Assistance Centers
  - <http://www.aptac-us.org>
- DoD Activity Homepages
  - “Websites” on [www.defenselink.mil](http://www.defenselink.mil)
- SBA Programs and Training
  - Richmond SBA Office 804 771-2400



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### Step 8: Explore Subcontracting Opportunities

- DoD Subcontracting Directory
  - All major DoD primes, by state, with contact points
  - [http://www.acq.osd.mil/osbp/doing\\_business/Subcontracting\\_Directory\\_0908.pdf](http://www.acq.osd.mil/osbp/doing_business/Subcontracting_Directory_0908.pdf)
- DoD News by Email
  - <http://www.defense.gov/news/dodnews.aspx>
- SBA SUB-Net
  - <http://web.sba.gov/subnet/>



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### Step 9: Investigate Special Programs

- Small Disadvantaged Business (8a)
  - <http://www.sba.gov/aboutsba/sbaprograms/8abd/>
- Women-Owned Small Business
  - <http://www.acq.osd.mil/osbp/programs/wosb/index.htm>
- Service Disabled Veteran Owned Small Bus.
  - <http://www.sba.gov/aboutsba/sbaprograms/ovbd/index.html>
  - <http://www.vetbiz.gov/>
- HUB Zone Business
  - <https://eweb1sp.sba.gov/hubzone/internet/index.cfm>
- Financing
  - <http://www.sba.gov/financialassistance/>



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### Step 9: Special Programs (cont'd)

- Mentor – Protégé
  - <http://www.sba.gov/aboutsba/sbaprograms/8abd/mentorprogram/index.html>
  - [http://www.acq.osd.mil/osbp/mentor\\_protege/](http://www.acq.osd.mil/osbp/mentor_protege/)
- HBCU and Other Minority Inst.
  - <http://www.acq.osd.mil/osbp/programs/hbcumi/Home.htm>
- Native American Incentives
  - <http://www.acq.osd.mil/osbp/programs/iip/index.htm>
- SBIR/STTR
  - <http://www.acq.osd.mil/osbp/sbir/index.htm>



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### Step 10: Market Your Firm!

- Present Capabilities to Prospective Customers
  - Marketing yourself as well as your business
- Identify *The Person*
  - Decision makers form their primary perceptions during the FIRST 30 seconds
- The Small Business Specialist Can Help

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# Questions?