

# **MARKET RESEARCH**

## **WHAT IS MARKET RESEARCH?**

A continuous process of collecting and analyzing data on products and services, capabilities, and business practices within the market to satisfy your customer's needs.

## **DO I HAVE TO DO MARKET RESEARCH?**

Market research is required before:

- Developing new requirements documents;
- Soliciting offers expected to exceed \$100,000;
- Soliciting offers expected to be less than \$100,000 when adequate information is not available and circumstances justify its cost; and
- Soliciting offers for acquisitions that could lead to a bundled contract.

## **IN REAL LIFE WE:**

- Review the marketplace by looking at ads, magazines, newspapers, yellow pages, television, compare goods at various stores;
- Talk to co-workers or friends about their knowledge and experience with restaurants, doctors, repairmen; and
- Do Internet searches for vacations, know where the best deals are for game software, and know which fast food restaurants have the best specials this week.

We must use these same skills to enhance our business judgment in contracting.

We must change our acquisition practices by increasing our market research efforts, and use our abilities to tailor solicitation and contract clauses and terms and conditions for commercial contracting to the maximum extent practicable.

We must do a better job of documenting our market research results in contract files.

## **WHEN IS MARKET RESEARCH PERFORMED?**

- It starts with a description of need (prior to the RFC)
- Continues throughout the acquisition process
- Until the product is no longer useful or services end
- Level of market research performed will depend on various factors (acquisition value, urgency, complexity, past experience, and past market research results).

## **HOW CAN I USE MARKET RESEARCH?**

- Use it to comply with Federal mandates and acquisition reform principles (commercial item, performance-based service contracts, environmental requirements, etc.).
- Use it to locate capable sources (including preferential programs) that can satisfy our needs.
- Use it to determine the customary practices and terms and conditions (warranties, financing, and maintenance, and deliveries, etc.).
- Use it to find any laws or regulations unique to our requirements.
- Use it to determine the customary practices of customizing, modifying, or tailoring requirements to meet customers' needs and associated costs.
- Use it to help state our requirements in terms that enable and encourage companies to provide commercial items or non-developmental items.
- Use it to shape and support the development of acquisition requirements such as an acquisition plan and acquisition strategies.
- Use it to craft solicitations (product descriptions, statements of work, and evaluation factors used for source selection) and contracts.
- Use it to facilitate the preparation of acquisition documentation leading to best-value acquisition decisions.
- Use it to acquire products or services faster, cheaper, and with better capabilities.**

## **WHO IS RESPONSIBLE FOR PERFORMING MARKET RESEARCH?**

- Participation will vary based on the organization and types of supplies or services needed.
- A wide range of people may participate in market research, based on their area of expertise.
- A team approach may be best since many functional areas may need to be gathered during market research. The team may be composed of: Project Officers, End Users, Technical Specialists, Logistics Specialists, Scientific Researchers, Testing Specialists, Cost Analysts, Legal Counsel, Contract Specialists, and Contracting Officers.
- Conserve energy and time by making sure the individual responsible for the operational requirement is on the team.

## **WHAT ARE SOME OF THE TECHNIQUES OF CONDUCTING MARKET RESEARCH?**

- Reading trade journals.
- Φ Contacting knowledgeable people (Government and industry) in specific markets.
- Φ Contacting contracting officers, contract specialists, and project officers in other federal agencies and private industry (other users). Take advantage of the lessons that these individuals have learned in previous acquisitions.
- Φ Contacting known sources of supplies or services.
- Reviewing market surveys prepared by companies.
- Doing market surveys to obtain information from potential sources.
- Φ Contacting Government research laboratories and centers managing basic research.
- Conducting site visits.
- Attending trade shows, conferences, and symposia.
- Querying Government databases (FPDS, PPIRS, CPS, GSA, FedBizOpps, SBA databases, e-Portals in Commerce (e-PIC), etc.) that provide relevant information on acquisitions.

- Using Internet tools and performing Web searches.
- Reviewing the Yellow pages.
- Reviewing results of recent market research on similar or identical requirements.
- Publishing formal requests for information, sources sought synopses, draft statements of work and solicitations in appropriate technical or scientific journals, business publications, and/or in FedBizOpps.
- Obtaining source lists of similar items from other contracting activities or agencies, trade associations or other sources.
- Reviewing catalogs and other product literature, published by manufacturers, distributors, and dealers.
- Reviewing Federal Supply Schedule contracts, and other Government contracts.
- Conducting interchange meetings or holding pre-solicitation conferences to involve potential offerors early in the acquisition process.
- Finding established structures within the industry where buyers and sellers find each other.

## **HOW DO I GET STARTED**

- Categorize your requirement (product or service).
- Identify the key characteristics of the requirement (physical aspects, environmental requirements, etc.).
- Assemble the team, when appropriate, and discuss any known information. By seeking those who are familiar with the marketplace, efficient use of time should be realized. Assign tasks, if appropriate.
- Select market research techniques that will help accomplish the market research objectives (identification of commercial products or services and market practices). The techniques may change during the market research process.
- Begin investigating the market. Evaluate whether commercial items are available.

( Track and document the results along the way.

- Analyze the data received to determine if the market research objectives have been met.
- Evaluate all information received and determine if a commercial acquisition is feasible. Keep in mind that:

Products may meet the requirements in varying degrees. No vendor may meet a particular requirement, but all may meet some of the requirements. Instead of reducing the product or service field or eliminating a commercial solution, ask if the requirement can be reevaluated, and determine if the need can be restated to permit commercial item contracting.

If the user is unwilling to relax or eliminate a particular requirement, ask about the feasibility and cost of modifying the commercial item to meet the requirement.

- Perform trade-off analyses, which are important in making overall best choices.

It may not be economical to relax the initial requirement (example: a requirement of 300 hours mean time between failures vs. 250 hours if the equipment is needed frequently).

Trade-offs (such as reliability shortfalls) may be compensated for by other equipment capabilities or performance (perhaps the equipment has more bells and whistles that can cut the work in half, though the mean time between failures is 250 hours).

It may be better to accept a trade-off than to impose totally new procedures or requirements that will drive up the risk and cost. This can happen with product modifications.

- Documentation. It is a critical aspect of the market research process. FAR Part 10 requires documenting market research results in a manner appropriate to the size and complexity of the acquisition. It is important to indicate whether the item is or is not a commercial item or non-developmental item.

Results should be clearly documented so that they can be used in the future. Other market research teams may use the results when investigating similar products or services.

Documentation provides a historical record of market research efforts, and that market research was performed.

Attempt to document all information (companies contacted, questions asked, summaries of the information, test results, and the team's evaluation of the product or service, etc.)

Use information obtained to develop the acquisition plan, solicitation, terms and conditions, statement of work, and evaluation criteria for source selection.

## **MARKET RESEARCH FOR SERVICES**

- Seek information on practices used in buying the same or similar services in the commercial market.
- Identify potential service providers.
- Identify the range of capabilities available for the performance of the services needed.
- Φ Communicate with other users of the services (including providers of the services).
- The commercial item determination made may be more subjective and less precise than the determination for supplies.
- Past performance will be paramount, it is the best indicator for quality
- Minimum performance standards may be found in some service sectors. If the standards meet the service needed, the company can provide the services

These standards sometimes provide acceptable quality levels (maximum allowable error rate or variation from the standard). They may be useful in the development of quality levels for the requirement (performance-based service contracts).

- Consider assessing the typical cost of services, including costs of differing acceptable quality levels.

## **FIVE PRINCIPLES THAT YOU NEED TO KEEP IN MIND WHEN ADAPTING MARKET RESEARCH**

- Start early, while the requirement is still flexible.
- Involve users in the process.
- Communicate. Use teamwork to accomplish your goals.
- Use market research to first determine the availability of commercial capabilities, practices, items, and services to meet the general requirement. Use market research to obtain specific and detailed information to make various acquisition decisions.

- Tailor the market research efforts, and do not waste valuable time. Refine as you proceed, from general to specific.

## **APPENDIX A: DEFINITIONS**

**Bundled contract:** A contract that combines requirements by bundling.

**Bundling:** Combination of two or more requirements for supplies or services, previously provided or performed under separate smaller contracts, into a single contract that is likely unsuitable for award to a small business because of one or more reasons (diversity, size, specialized nature of the elements of performance, aggregate dollar value, and/or geographical dispersion of performance sites).

**Commercial Item:** A product or service (other than real property such as land and buildings):

- (1) customarily used for non-governmental purposes that has been sold or offered for sale, lease, or license to the general public;
- (2) described in (1) above that has been advanced technologically or in performance, is not yet available commercially, but will be in time to satisfy the delivery requirements under a solicitation;
- (3) that is a commercial item and has had minor modifications to meet a Federal Government requirement;
- (4) services that are offered and sold in substantial quantities to the general public based on established catalog or market prices for specific tasks under standard commercial terms and conditions;
- (5) that is a non-developmental item, if it is determined the item was developed exclusively at private expense and sold in substantial quantities, on a competitive basis, to multiple State and local governments.

**Market surveillance:** An ongoing process of staying abreast of technology, product developments, services, practices, trends, and emerging market developments in an area of expertise. It does not include looking to fill a specific need. Rather, it provides background and knowledge needed to carry out timely and thorough market investigations.

**Market investigation:** A more comprehensive process than market surveillance. It focuses on a specific requirement. It is not aimed at selecting sources for contract award. This type of market research may not be needed depending on the complexity of the items or services. Enough information may be collected in the market surveillance process.

**Non-developmental Item:**

- (1) Any previously developed item used exclusively for governmental purposes by a Federal agency, a State or local government, or a foreign government with which the U.S. has a mutual defense cooperation agreement;
- (2) An item in (1) above that requires only a minor modification or modifications of a type customarily available in the commercial marketplace in order to meet the requirements of the procuring department or office; or
- (3) Any item being produced that does not meet the requirements of (1) or (2) above solely because the item is not yet in use.

**Minor Modification:** A modification that does not significantly alter the nongovernmental function or essential physical characteristics of an item or component, or change the purpose of a process (value and size of the modification and comparative value and size of the final product).

## **APPENDIX B - FAR PRESCRIPTIONS ON MARKET RESEARCH (EXCLUDING PART 10)**

5.205(a) - Contracting Officers may transmit advance notices of their potential research and development programs whenever **market research** does not produce sufficient numbers of concerns to obtain adequate competition. This type of synopsis does not replace a pre-solicitation synopsis.

6.303-2(a)(8) - At a minimum, each justification for other than full and open competition must include a description of the **market research** conducted (see Part 10) and the results or a statement of the reason **market research** was not conducted.

7.102(a) - Agencies shall perform acquisition planning and conduct **market research** (see Part 10) for all acquisitions to promote and provide for - (1) acquisition of commercial items or non-developmental items (if suitable commercial items are not available), to the maximum extent practicable; and (2) full and open competition, or if not available, competition to the maximum extent practicable.

7.105(b)(1) - Describe the extent and results of **market research** on the impact on various preferential programs and the impact that bundling might affect their participation in the acquisition in the written acquisition plan.

7.107 - The head of the agency must conduct **market research** to determine if bundling is necessary and justified because of the potential impact on small business participation. **Market research** may indicate that bundling is necessary and justified if measurably substantial benefits will be realized (see 10.001(a)(2)(iv) and (a)(3)(vi)).

11.002(a) - Specify needs through **market research** in a manner designed to promote full and open competition, or to the maximum extent practicable when using simplified acquisition procedures. Only include restrictive provisions or conditions as necessary to satisfy the agency's needs. To the maximum extent practicable, requirements are to be stated by functions to be performed, performance required, or essential physical characteristics. Define requirements that enable offerors to supply commercial items or non-developmental items. Provide offerors of commercial and non-developmental items an opportunity to compete. Require prime contractors and subcontractors at all tiers to incorporate commercial items or non-developmental items as components of items supplied to the Government. Modify requirements in appropriate cases to ensure requirements can be met by commercial items or non-developmental items.

11.105 - Brand name products or features can only be used when essential to the Government's requirement AND **market research** indicates that other products lack the required features and cannot be modified to meet the agency's needs.

12.101 - **Market research** shall be conducted to determine if commercial items or non-developmental items are available that could meet the agency's requirements.

12.102 - **Market research** is an essential element of building an effective strategy for the acquisition of commercial items and establishes the foundation for the description of need, solicitation, and resulting contract.

12.205 - Where technical information is necessary for evaluation of offers, existing product literature available in the industry should be reviewed as part of **market research**, instead of unique technical proposals.

12.213 - Terms and conditions in the marketplace obtained during **market research**, should be considered for use in solicitations and contracts unless precluded by law.

12.302 - Contracting officers may, after conducting appropriate **market research**, tailor FAR provision 52.212-1 (Instructions to Offerors -Commercial Items) and clause 52.212-4 (Contract Terms and Conditions - Commercial Items) to adapt to the market conditions of each acquisition.

13.106-3 - If only one response is received, a statement of price reasonableness must be included in the file. The statement can be based on **market research**.

13.500 - Use the commercial item test program using simplified acquisition procedures for acquisitions between \$100K and \$5 million if, based on **market research**, offers will include only commercial items.

15.201 - Early exchange of information among all interested parties from the earliest identification of a requirement is encouraged. The purpose is to improve the Government's requirements and industry capabilities to enhance acquiring items at reasonable prices and increase efficiency in proposal preparation, proposal evaluation, negotiation, and award. Early exchanges can identify and resolve concerns about acquisition strategy (contract type, terms and conditions, acquisition planning schedules, performance requirements, statements of work, data requirements, proposal instructions, technical evaluation criteria, etc.). Recommended techniques are conferences, hearings, **market research**, meeting pre-solicitation notices, draft RFPs, RFIs, pre-solicitation and pre-proposal conferences, and site visits.

15.206(e) - If, based on **market research** or otherwise, an amendment after offers have been received is so substantial that it exceeds what offerors would have reasonably expected, cancel the solicitation and issue a new one, regardless of the stage of the acquisition.

15.306(e) - Under limits on exchanges, it is permissible to indicate to all offerors the cost or price that the Government's analysis, **market research**, and other reviews have identified as reasonable.

15.403-1 - One standard for exceptions from cost or pricing data requirements is if there is a reasonable expectation, based on **market research** or other assessments, that two or more responsible offerors competing independently would submit priced offer in response to the solicitation's expressed requirement, even if only one offer is received from a responsible offeror and if: based on the offer received, it can be reasonably concluded that the offer was submitted with the expectation of competition (the offeror believed that at least one other offeror was capable of submitting a meaningful offer, and had no reason to believe that other potential offerors did not intend to submit an offer).

15.404-1(b)(2)(vi) - Comparison of proposed prices received in response to a solicitation and a comparison of previously proposed prices and previous Government and commercial contract prices with current proposed prices for the same or similar items are the preferred price analysis techniques. If only one response is received and previous prices are insufficient or not available, **market research** obtained for the same or similar items can be used as a price analysis technique.

16.504(c)(1)(ii)(B)(2) - The IDIQ multiple award approach should not be used if more favorable terms and conditions and price will be provided if a single award is made, based on knowledge of the marketplace.

32.2 - Appropriate payment terms and conditions may be used that are appropriate or customary in the commercial marketplace and are in the best interest of the U.S.

32.202-3 - Consider the following if **market research** for contract financing is conducted: contract financing used by other buyers in the market; level of financing normally provided; amount or percentage of payments equal to commercial advance payments; basis for payments equivalent to commercial interim payments, including frequency and amounts of percentages; methods of liquidation of contract financing payments and special or unusual payment terms applicable to delivery payments.

39.101(b) - When developing acquisition strategies, consider the rapidly changing nature of information technology through **market research**.

39.203 - We must comply with electronic and information technology accessibility standards that can be met with supplies or services that are available in the commercial marketplace in time to meet the agency's delivery requirements. The requiring official must document in writing the non-availability, including a description of **market research** performed and which standards cannot be met, and provide the documentation to the contracting officer. When acquiring commercial items, an undue burden determination is not required to address individual standards that cannot be met with supplies or services available in the commercial marketplace in time to

meet the agency delivery requirements.

FAC 2001-09 - Written acquisition plans must be done for each order contemplated under a task order or delivery order contract award by another agency to discuss why the action will benefit the Government, etc.

## **APPENDIX C - SAMPLE MARKET RESEARCH CHECKLIST**

Use a common sense approach in determining the types of information needed to meet your objectives. This sample is not all-inclusive, but can be used as a starting point.

### 1. What is my pricing strategy?

- Is my price is too high?
- Will there be high volume buys?
- How will I determine if the price is fair and reasonable?
- Have I considered using reverse auctioning?
- Are FSS prices more reasonable?
- Have I researched other contract types? What is the norm in the marketplace?

Consider competition, cost/price analyses, similar items, previous purchases, etc.

### 2. Will there be small business involvement?

### 3. Do I have a problem with current schedules? Is the schedule flexible?

### 4. What are the commercial lead times? Are they better than existing lead times?

### 5. Is maintenance and/or repair part of this contract?

- Can commercial contractors be used to do the maintenance and/or repair?
- Is technical data available to give the contractor?
- What is my approach to testing the company to verify compliance?
- What is the standard lead time?
- What are the performance standards?
- If this was previously sole sourced to an original equipment manufacturer, have I contacted other customers who use the same equipment to verify that they have not found alternative sources?

### 6. What is an appropriate contract length?

### 7. Will the program involve major upgrades to software?

8. Will there be a equipment or component obsolescence problem? How have other agencies/private companies solved this problem?
9. Can performance specifications or statements of work be used? FAR Part 11 states that Government requirements shall be stated in terms of functions to be performed, performances required, and essential physical characteristics.
  - Do I fully understand the physical and performance requirements such that performance specifications can be used?
  - Is there a firm test plan and methodology (testing/validation)?
  - Is there documentation for system interfaces?
  - Are there constraints/limitations of the physical dimensions?
10. Should I synopsise the draft statement of work or specifications for comment? The synopsis should be stated in terms of performance requirements that will enable the use of commercial solutions.
11. Have I checked with other Government agencies and databases?
12. What quality requirements and qualification test requirements do I have?
  - Should they be relaxed to permit more?
  - What is the repair, test, and inspection capability?
  - How will I verify that the contractor has a complete data package of applicable drawings, procedures, and specifications?
  - How will I verify their processes?
  - How will I certify that test methods and repair procedures meet the specifications?
13. Are there commercial items that satisfy my requirements?
  - Are there commercial items that can be slightly modified to meet my requirements?
  - Can my requirements be reasonably modified to use a commercial part?
  - Do I understand the customary terms and conditions for commercial contracts?
  - To what extent can commercial items be used at the component level?
  - Am I buying a full system or a component within a system? Can parts or sub-systems, of the top-level component be competed separately if the full system is not a commercial item?
  - Are there non-developmental items that can satisfy my requirement?
  - If my requirement is under \$5 million but over \$100K, have I considered using the test program?
  - Have I considered using the combined synopsis/solicitation?

- To what extent can a non-developmental item be used? At the component level?
- Have I considered using other Government contracts?

14. How will I verify claimed reliability?

15. Will there be special training requirements?

16. Is there special support equipment?

17. Are there special facilities issues?

18. Is bundling justified and necessary?

19. Which items provide the maximum practicable use of recovered materials, promote a healthy and safe environment, and are energy efficient?

20. What is the availability of electronic and information technology that meets all or part of the applicable accessibility standards?

21. Are there existing performance-based contracts with clear statements of work and performance standards similar to our requirement that can be obtained from industry or my counterparts?

22. Are there any other market research efforts that can be documented in the JOFOC narrative other than the sources sought synopsis?

23. Services

- How are services segmented or packaged in the commercial market?
- Which services must be provided locally?
- Which services can be provided off-site?
- What factors are used to evaluate service providers?
- What kinds of performance incentives can or should be used?
- What is the normal length of contracts?
- What are the qualifications of the people who are providing services?

24. If you consider using surveys or questionnaires, ask yourself:

- Are the objectives clearly defined?
- What type of language does the target audience need (technical jargon, acronyms, lay terms)?
- Should the questions be broad or narrow?
- Are the questions short and understandable?

- Will yes and no questions provide the information that I seek?

25. What are my known trade-offs?

## **APPENDIX D - SAMPLE INFORMATION TO PROVIDE SUPPLIERS OR SERVICE PROVIDERS**

### **General Information**

- Operating characteristics
- Physical characteristics
- Environmental conditions for use
- Usage

### **System Interface or Integration Requirements**

- Computer language, speed, ports, memory, and expansion potential
- Human factor considerations

### **Maintainability Information**

- Self-test requirements
- Limitations or organizational-level support equipment

### **Other**

- Software or equipment portability to other computer systems or equipment
- Operating duty cycle (e.g., 24 hours, intermittent)
- Input power quality (drops, surges, spikes, noise)
- Essential safety characteristics
- Reliability

### **Logistics Support Information**

- Supply support
- Maintenance
- Training needs
- Technical data needs

### **Services Information**

- Description of services needed
- Period of performance
- Expected deliverables
- Expected labor categories
- Minimum performance standards
- Draft statement of work

## **APPENDIX E - SAMPLE INFORMATION TO OBTAIN FROM SUPPLIERS OR SERVICE PROVIDERS**

Request the minimum information needed. Firms may not be willing to respond to lengthy surveys or questionnaire, or hold long conversations. A cover letter explaining your goals and expected size of the acquisition may be helpful.

### **General Performance Specifications and Product Information**

- Product data
- Range of products
- Availability of product and/or samples
- Purchase descriptions used by other Government agencies
- Purchase descriptions used in commercial transactions, including commercial specification standards, performance standards, and statements of work
- Average time between model changes and practice of providing continued part inventories, upgrades, or production for phased-out models
- Plans for handling upgrades and obsolescence
- Length of time the product has been produced or service provided
- Product quality, reliability, and maintainability experience of similar users
- List of products and company services satisfying identical or similar service requirements
- Cost drivers in the manufacture and use of the product
- Regulatory standards

### **Supplier Capability**

- Number of suppliers
- Size and location of suppliers and their current market
- Product distribution channels
- Business practices in sales and distribution from manufacturer to wholesaler, distributor, or retailer, to user
- Production capacity to meet requirements as part of commercial sales and the appropriate time to buy
- Packing, handling, storage, and transportation practices

### **Market Acceptance Criteria**

- Annual sales
- Anticipated future orders
- Description of contractor's quality controls
- Warranty terms and practices, annual returns under warranty
- Need for pre-production or production qualification testing and special quality assurance requirements

### **Supportability Issues**

- Repair part availability and lead times, documentation, pricing, and distribution systems
- Customer service, installation, users operation and maintenance instructions, and replacement policies
- Requirements and provisions for manpower and personnel
- Interface characteristics
- Competitive or sole source repair capabilities and support base
- Training and training support requirements
- Requirements for and availability of tools, test equipment, computer support resources, and calibration procedures
- Overhaul practices and capabilities' documentation
- Supplier commitment to out-year support
- Degree of technical data package availability
- Stability of current configuration and technology

### **Test data**

- Hardware, software, and manpower interface issues such as human factors and product safety as experienced by similar users
- Manufacturer test results
- Certification or test results from independent test organizations
- Laboratory testing results

### **References**

- List of those currently using the product or obtaining the services
- List of similar users currently using the product for obtaining the services in the kinds of environments similar to NIH. This should not be used as a source selection process. This information is helpful in determining past performance. Consider obtaining information from the CPS or PPIRS, and consumer reports publications.

### **Business Data**

- Distribution practices
- Minimum order quantities
- Typical contract terms and conditions
- Financing practices
- Warranty procedures

## **APPENDIX F - SAMPLE SYNOPSIS FOR INDUSTRY RESPONSE AND/OR COMMENT**

FAR Part 15 encourages communication with vendors for market research. A synopsis may be a good way to ask vendors how to do a better commercial acquisition.

The NIH is considering issuing a requirement for transportation services using commercial contracting procedures in Part 12 of the FAR. Potential service providers are encouraged to review the following statement of work [use a Website address if it is too lengthy] and provide input and recommended changes to make this requirement more commercial and performance-based. Users of the same type of services, as well as potential service providers are asked provide input as to how they do or might contract for these services.

The NIH believes that these areas, at a minimum, would make this service more commercial and performance-based: quality control, performance standards with deductions, commercial terms and conditions for this type of service. Please provide references that we may contact for their commercial practices.

## **APPENDIX G - SAMPLE ELEMENTS OF A MARKET RESEARCH DOCUMENTATION**

### Background/Introduction

- Description of acquisition
- Purpose
- Features or requirements

Objectives (Stated clearly, concisely, and easy to understand as they guide market research efforts). Describe requirement in terms of function, performance and/or essential characteristics.

- Product must do/services must provide:
- Product/service must have/provide the following qualities:
- Physical characteristics are:
- Required and desired delivery schedules are:
- Environmental considerations are:

Document specific areas where the market research was focused (your checklist may come in handy).

Identify market research team members and the roles they played.

Define market research tools used. Remember to use those tools that apply to your acquisition strategy.

- Methods used for compiling and refining the lists of potential suppliers
- Summarize the industry sources contacted and the information obtained from them
- List the firms and government agencies contacted
- List of surveys and questionnaires used
- Summarize the types of information collected

### Summary of Market Research

- Describe what you learned from the market:

The standard business provisions and conditions used, such as terms, payment, delivery, warranties, acceptance, and payment terms.

Range of prices. Rationale for variance. Can a fair price be obtained?

Competition vs. non-competitive

Sources

Leading edge of technology

Availability, lead times

New processes

- Summarize trade studies, cost/benefit, or other analyses that influenced the outcome of the market research.
- Include results of any ongoing market research.
- State if commercial products or services or non-developmental items solutions exist.
- Summarize how a fair price will be determined, including consideration of customary terms and conditions such as payment, freight delivery, acceptance, warranties, performance standards, training, etc.
- Discuss how the original requirement was restated to permit commercial or non-developmental items to satisfy the Government's requirement.
- Discuss the impact of market research on the acquisition strategy.

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