

*A Market Research Report documents market research in a manner appropriate to the size, complexity, and urgency of an acquisition. In consultation with the Contracting Officer, the following template can be tailored to a requirement's market research needs. Use only those sections applicable to your requirement. If a section is not applicable, it should be removed.*

*Market research must be conducted for all acquisitions (reference FAR Part 10 and DFARS Part 210) to determine capabilities available in the commercial marketplace, obtain information from industry to determine whether or not small business capability exists, and determine potential contract vehicles available to meet the needs of the requirement. A sources sought notice is an ideal method of gathering feedback from the marketplace and can be administered through the Contracting Office. All avenues of research must be explored before selecting an existing contract. If the market research supports the use of an existing contract, the report must fully document all avenues explored before reaching this conclusion.*

***\*\*Remove all Red guidance language in the final document.\*\****

## MARKET RESEARCH REPORT

For

(Requirement Name)

(Mission Partner)

### I. Requirement Information

Program Office & other stakeholders involved in Market Research effort:

Name	Title	Office	Telephone	Role
	Program Official			
	Contracting Officer			
	Contract Specialist			

- **Time frame in which the market research was conducted:**
- **Estimated Value:** (*\$ value including all options*)
- **Period of Performance:**

### A. Procurement History

*Provide a short narrative to discuss the procurement history and answer the following questions:*

- *Is this a new requirement or a follow-on?*
  - o *If follow-on, provide the listed information for all previous efforts:*
    - *contractor name and business size*
    - *contract number and dollar value*
    - *contract period of performance*
    - *method of acquisition (full & open, SB Set-aside, GSA)*
- *Discuss if you are consolidating or bundling task orders or contracts for this new procurement?*
- *Discuss if there is an organizational conflict of interest.*

**B. Requirement Description** *Include a description of the supply or services that will be addressed by this market research report and answer the following questions:*

1. *What are the components or elements of the supply or service?*
2. *Are there unique requirements?*
3. *(For services) - What are the critical performance requirements which the service must meet?*
4. *How does industry sell the service and are the requirements written in those terms?*

**II. Market Research**

**A. Authority**

Market research is required in accordance with:

- FAR 7.102, Acquisition Planning Policy
- FAR 7.103(u)(1) and (2), Agency-Head Responsibilities
- FAR 10.001, Market Research Policy
- FAR 19.202-2, Locating Small Business Sources
- DFARS 210.001, Market Research Policy

**B. Market Research Techniques and Sources**

*Provide a check mark in the first column if you used this method of market research. Describe techniques and sources used during market research. Limit your comments to brief statements. If necessary, work with your Contract Specialist and/or Contracting Officer to assist with filling this section out. Provide additional details under “Market Analysis Summary”.*

✓ If part of research	SOURCES USED IN MARKET RESEARCH	Details of Research/Comments
	Acquisition history reviewed	
	Other recent market research reviewed	
	Interviewed knowledgeable individuals in industry/Government	
	Participated/Attended Tradeshows and Industry Conferences	
	Professional Journals, Catalog and/or Product Literature reviewed	
	Participated in DoD Small Business Industry Outreach Sessions	

When completed: this document shall be marked: FOR OFFICIAL USE ONLY  
SOURCE SELECTION INFORMATION – SEE FAR 2.101 AND 3.104

	Reviewed existing DoD Multiple-Award Contract Vehicles and Other Government-Wide Acquisition Contracts (GWACs)	
	Sources Sought/Requests for Information (RFI)	
	Pre-solicitation and/or Pre-Proposal Conferences	
	Existing intra-/inter-agency contract vehicles; Interagency Contract Directory (ICD) at: <a href="https://www.contractdirectory.gov/contractdirectory">https://www.contractdirectory.gov/contractdirectory</a>	
	Federal Supply Schedules <a href="http://www.gsa.gov/schedules">http://www.gsa.gov/schedules</a>	
	System for Award Management (SAM) Search at: <a href="https://www.sam.gov/portal/public/SAM/">https://www.sam.gov/portal/public/SAM/</a>	
	SBA Dynamic Small Business Database at: <a href="http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm">http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm</a> in accordance with DARS 210.001	
<b>✓ If part of research</b>	<b>PRIORITY SOURCES REVIEWED IAW FAR</b>	<b>Details of Research/Comments</b>
	Federal Prison Industries <a href="http://www.unicor.gov/">http://www.unicor.gov/</a>	
	Procurement List maintained by the Committee for Purchase from People who are Blind or Severely Disabled (AbilityOne) <a href="http://www.abilityone.gov/index.html">http://www.abilityone.gov/index.html</a>	

**III. Discuss the results of any Sources Sought/RFI data obtained.** *(Attach the results matrix from the Sources Sought/RFI responses, if completed)*

**IV. Description of the Commercial Marketplace and Prevalent Business Practices**

- *Is this a commercial item?*
- *Identify industry business practices that differ from the standard Government practices*

**V. Consideration of Small Business Opportunities**

*Describe the market research into small business capability to accomplish this requirement. (Note: “allowing” small business to compete in a full and open competition with large business is NOT considered an opportunity).*

*FAR 19.203(c) Above the simplified acquisition threshold. For acquisitions of supplies or services that have an anticipated dollar value exceeding the simplified acquisition threshold definition at 2.101, the contracting officer shall first consider an acquisition for the small business socioeconomic contracting programs (i.e., 8(a), HUBZone, SDVOSB, or WOSB) before considering a small business set-aside (see 19.502-2(b)). However, if a requirement has been accepted by the SBA under the 8(a) Program, it must remain in the 8(a) Program unless SBA agrees to its release in accordance with 13 CFR parts 124, 125 and 126.*

*(Note: Small business is only required to accomplish 50% of the cost of services in a set-aside contract.)*

➤ **Query of the SBA Dynamic Small Business Search (DSBS) tool results**

Total number of small business concerns in each of the individual socio-economic groups:

- \_\_\_\_\_ 8(a)
- \_\_\_\_\_ HUBZone
- \_\_\_\_\_ Service-Disabled Veteran-Owned
- \_\_\_\_\_ Woman Owned Small Business.

Search Parameters and keywords used: \_\_\_\_\_

- Identify which, if any, of the small businesses have the necessary technical capability*
- For acquisitions above \$150,000, describe considerations for a set-aside or sole source award under the small business program individual socio-economic groups*
- When a total small business set-aside seems appropriate, describe why a set-aside is not appropriate for each of the individual socio-economic groups.*

**VI. Identify Sources Able to fulfill the Requirement**

<b>Vendor Name/Cage Code</b>	<b>Business Category</b>	<b>Vehicles Available</b>
	Large business	
	Small business	
	8(a) small business	
	Woman-owned Small Business (WOSB)	
	Economically Disadvantaged Woman	

	Owned Small Business (EDWOSB)	
	HUBZone Small Business	
	Service Disabled Veteran Owned Small Business (SDVOSB)	

**VII. Market Analysis Summary**

- *Provide market research summary and conclusions: (Summary and conclusions should be based on the findings within this report. Acquisition approach will be determined by the Contracting Officer)*

**Signed:** \_\_\_\_\_  
**Program Manager/Project Manager/COR**

**Date:** \_\_\_\_\_

**VIII. Contracting Officer’s Review and Summarization of the Independent Market**

**Research** *Summarize/discuss market research performed by the mission partner and the independent market research completed by the Contracting Officer, including the consideration of Small Business Opportunities. The DD2579 shall be submitted to the Small Business Representative for review and concurrence. Upon concurrence, file the market research report and DD Form 2579 in the contract file.*

- **PSC and NAICS Code:** (<http://www.outreachsystems.com/resources/tables/pscs/>; <http://www.census.gov/eos/www/naics/>) *(NAICS Code chosen should be appropriate for the procurement, not to limit competition.)*

**IX. Conclusion and Recommended Procurement Method**

*(This language should be tailored to meet your specific requirement needs. Remove all but one).*  
Based upon the market research conducted and the resulting analysis, adequate sources of supply for small business concerns were obtained and after reviewing the agency goals for small business concerns, the data supports a total small business set-aside. This recommendation will be provided in the acquisition strategy. This market research information is not more than 6 months old.

**Signed:** \_\_\_\_\_  
**Contracting Officer**

**Date:** \_\_\_\_\_

**OR**

Based upon the market research conducted and the resulting analysis, adequate sources of supply for small business concerns were obtained and after reviewing the agency goals for small business concerns, the data supports setting aside the procurement for *(insert the socio-economic small business category)*. This recommendation will be provided in the acquisition strategy. This market research information is not more than 6 months old.

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
Contracting Officer

**OR**

Based on the market research conducted and the resulting analysis, the small business community and/or a small business are not capable of supporting this requirement. The acquisition strategy determined for this requirement is a full and open competition. Small business will participate as subcontractors for this requirement. This market research information is not more than 6 months old.

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
Contracting Officer

**OR**

Based upon the market research conducted and the resulting analysis, the data supports this procurement as a sole source to *(vendor and size status)*. This market research is not more than 6 months old.

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
Contracting Officer