

16. MARKETRE

SUBJECT: Market Research
For _____ (SIC _____)
Solicitation No. _____

TO: The File

FROM: _____
Contracting Officer

This memorandum is in accordance with Federal Acquisition Regulation (FAR) Part 10.000, which describes the policies and procedures for conducting market research in order to arrive at the most suitable approach to acquiring, distributing, and supporting supplies and services. This part Implements requirements of 41 U.S.C. 253a(a)(1), 41 U.S.C. 264b, and 10 U.S.C. 2377.

The extent of market research will vary, depending on such factors as urgency, estimated dollar value, complexity, and past experience. Market research involves obtaining information specific to the item being acquired.

I. Background

(Describe acquisition requirement, any compatibility requirements, history (i.e., previous buys, etc..)

II. Delivery / Performance Time.

(State)

III. Potential Sources Provided by Requestor.

(State)

IV. Market Analysis.

A. The results of market research have determined that the Government's needs can be met by:

- Items of a type customarily available in the commercial marketplace;
- Items of a type customarily available in the commercial marketplace with modifications; or
- Items used exclusively for governmental purposes.

B. The following methods were utilized to conduct Market Research:

- Commerce Business Daily (CBD) Sources Sought Synopsis; Found _____
- Searched GSA/FSS (GSA Advantage); Found _____
- Searched Unicorn; Found _____
- Searched NIBH; Found _____
- Searched SBA Pro-Net; Found _____
- Searched Office Bidder's Mailing List File; Found _____
- Searched previous purchases of similar/identical acquisitions; Found _____
- Searched the Internet; Found _____
- Contacted SBA; Found _____
- Contacted Woman Owned Business Association; Found _____

C. Results.

In order for an acquisition to be made a set-aside, at least two firms of the same size must be found who indicate they will compete for this acquisition (unless it's 8(a)). Results of Market Research were as follows:

- No sources could be found;
- No two Hubzone sources could be found;
- No 8(a) sources could be found;
- No two SDB sources could be found;
- No two SB sources could be found;
- No two WO sources could be found; and
- No two VSB sources could be found.

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