



DEPARTMENT OF THE NAVY
COMMANDER MILITARY SEALIFT COMMAND
WASHINGTON NAVY YARD BLDG 210
914 CHARLES MORRIS CT SE
WASHINGTON DC 20398-5540

COMSCINST 5420.10
N03
7 January 2000

COMSC INSTRUCTION 5420.10

Subj: BUSINESS DEVELOPMENT GROUP CHARTER AND NEW BUSINESS PROCESS

1. Purpose. To establish the Commander, Military Sealift Command (*COMSC*) Business Development Group (*BDG*) to facilitate the rapid development of new business opportunities and help MSC to diversify into areas that are complementary to our primary mission.
2. Background. The BDG was originally established by COMSCNOTE 5420 of 1 February 1999 for a trial period of 1 year. This instruction defines the group's charter and establishes operating procedures to ensure the success of the group's mission. The group shall ensure that MSC has a standardized, consistent and systemized approach to our marketing and business development. The group shall act as the MSC centralized activity for seeking and developing new business opportunities in support of a sponsor (*i.e., a Program Manager, a Functional Director or a Special Assistant*).
3. Major Objectives. The major objectives of the BDG are:
 - a. Identifying areas where MSC involvement could benefit Navy, U.S. Transportation Command (*USTRANSCOM*), Department of Defense (*DOD*) and other government agencies.
 - b. Managing and executing oversight for MSC new business development.
 - c. Marketing MSC capabilities to Navy, DOD and other government agencies.
 - d. New business budgeting and financial planning, acquisition strategy and project planning.
 - e. Improving MSC name recognition.
 - f. Optimizing customer relations.
 - g. Obtaining best value results through market analysis, planning and control.
 - h. Developing strategic marketing approaches.
 - i. Developing new business development plans.

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j. Developing and refining the new business process that provides a business opportunity knowledge base with support, information, records and training.

k. Developing innovative approaches to execute new business opportunities.

l. Lowering MSC overhead by continuing/increasing MSC growth.

m. Obtaining recognition for MSC innovations and processes.

n. Identifying growth opportunities.

4. Process. The BDG basic processes are as follows:

a. Identify growth opportunity.

b. Obtain a sponsor.

c. Assist the sponsor in acquisition planning (*including decisions to outsource or utilize MSC internal resources*), source selection, contract award and contract administration.

d. Obtain approval from the Commander, Deputy Commander and Assistant Deputy Commander for Business Operations (N03) before presenting business cases to perform work for customers new to MSC.

e. Assist or represent the sponsor in explaining MSC's capabilities to prospective customers.

f. In conjunction with the sponsor, present business case plans to N03 and all Program Managers, Functional Directors and Special Assistants that would be required to support the proposed effort.

(1) The plan shall include alternative approaches to successfully complete the work.

(2) If additional resources are needed to execute the proposed new business a detailed workload analysis shall be submitted by the organization that has the requirement.

g. N03, in conjunction with the sponsor and the BDG, shall determine the best approach to accomplish the work. Primary consideration shall be given to achieving the work in the most cost efficient and expeditious manner.

h. N03 will approve/disapprove work that does not exceed \$1 million/year in potential revenue and will require an initial investment of MSC resources under \$50k.

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i. N00 will approve/disapprove work that exceeds \$1 million/year and will require an initial investment of MSC resources over \$50k or utilize substantial support from outside actives.

j. Each cognizant Functional Director and Program Manager shall appoint fully empowered representatives to be assigned to a "Sponsor Project Team" to execute the work. The representative must be responsive to the needs of the team and travel to customers work places as required.

k. All hours spent to perform the work shall be tracked (*separately by management and non-management*) by each activity performing work and be reported to the BDG. All other costs (*travel, subcontracts, etc.*) shall also be tracked and reported.

l. The BDG shall complete a "lessons learned" report at the conclusion of each project.

m. The BDG shall transition work to the sponsor when deemed appropriate by the sponsor and after receiving the advice of the Director of the BDG.

5. Action. The BDG is established as an office reporting directly to N03. The BDG will:

a. Support, assist and/or represent the Program Managers, Functional Directors and Special Assistants in achieving the major objectives outlined herein.

b. Initially consist of one GS-12/13 team member and one GS-13/14 team member with a GS-15 Director leading the group.

"Signed"
G. S. HOLDER

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COMSCINST 5000.19
List I (Case A, B, C)

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