

**Market Research Report Template.** The template below serves as a basic guide to complete market research for a given acquisition. The template contains topics that must be addressed and suggested language if applicable. The market research report must be tailored for your specific acquisition. The responsibility for completing the Market Research Report is shared between the Requiring Activity and MICC Fort Polk.

## MARKET RESEARCH REPORT

Project Title

Date

*The Requiring Activity is primarily responsible for completing sections I-VI of the Market Research Report.*

**I. BACKGROUND.** *Include an explanation of the acquisition's background and its purpose.*

**II. PROCUREMENT HISTORY.** *Provide history of the current government contract(s) awarded for the same or similar service or supply.* Similar procurements in the past include contracts awarded as shown on the chart below.

Contract Number	Contractor	Type of Set-Aside	Contract Amount	Period of Performance	Description of Contract

**III. CURRENT REQUIREMENT.** *Include a description of the service or supply to be addressed by this market research report. Provide an estimated total value and projected period of contract performance for this requirement. The Product Service Code (PSC) or Federal Supply Code (FSC) can be obtained at the following webpage. A Service begins with a letter of the alphabet and a Supply is all numeric.* <http://outreachsystems.com/resources/tables/pscs/>

**IV. MARKET RESEARCH TEAM.** *Identify all involved in the research by name, title, and organization.* In accordance with FAR Part 10, market research has been conducted for this acquisition by the following individuals:

**V. MARKET ANALYSIS.**

**a. Commercial Business Practices.** *Include a summary description of the potential use of commercial items or non-developmental items suitable to meet agency needs. Address customary practices regarding customizing, modifying or tailoring of items to meet customer needs and associated costs. Can the government rely on commercial warranties? If not, why not? What business practices are standard? Indicate if there are any laws and regulations unique to the item being acquired.*

**b. NAICS Code Selection.** *Indicate how the NAICS code to use was determined.* In accordance with FAR 19.102(b), the small business size standard is applied by classifying the product or service being acquired in the industry whose definition, as found in the North American Industry Classification System (NAICS) Manual best describes the principal nature of the product or service being acquired. <http://www.census.gov/eos/www/naics/> Additionally, FAR 19.102(d) states that when acquiring a product or service that could be classified in two or more industries with different size standards,

contracting officers shall apply the size standard for the industry accounting for the greatest percentage of the contract price. The NAICS code selected for this acquisition is \_\_\_\_\_ (*insert NAICS code and description*). The size standard for this NAICS code is \_\_\_\_\_ (*insert size standard*).

**VI. FAR PART 8, PRIORITIES FOR USE OF GOVERNMENT SUPPLY SOURCES.** (*Indicate if the requirement is for service or supply*). This requirement is for services. Therefore, FAR 8.002(a)(1)(i) through FAR 8.002(a)(1)(viii), which addresses supplies, is not applicable and will not be considered. Below is a review of FAR 8.002(a)(2)(i) through FAR 8.002(a)(2)(iv):

a. AbilityOne [see FAR 8.002(a)(2)(i)]: *Address whether or not services were offered to AbilityOne for consideration. Indicate whether or not AbilityOne has the capability to provide the service. If an offer was made to AbilityOne address whether it was accepted or declined. Address when the procurement list was reviewed.* The AbilityOne procurement list was reviewed on \_\_\_\_\_ (*insert date*); the required services were not on the list. The Performance Work Statement was forwarded to AbilityOne for consideration on \_\_\_\_\_ (*insert date*). AbilityOne responded on \_\_\_\_\_ and stated the effort is beyond their capability to perform.

b. Mandatory Federal Supply Schedules (FSS) [see FAR 8.002(a)(2)(ii)]: Currently, DoD has no mandatory schedules that apply to this requirement.

c. Optional use FSS [see FAR 8.002(a)(2)(iii)]: Currently, DoD has no mandatory schedules that apply to this requirement.

d. GSA: *If GSA offers existing contracts suitable for the requirement, include the type of service and category number.* A review of the Interagency Contract Directory website, sponsored by GSA, revealed there were no contracts suitable for this requirement.  
<https://www.contractdirectory.gov/contractdirectory/>

e. Federal Prison Industries (FPI), Inc. [see FAR 8.002(a)(2)(iv)]: FPI's website was reviewed on \_\_\_\_\_ (*insert date*). They currently do not offer services that can support this requirement.  
<http://www.unicor.gov/>

f. MICC Enterprise Solution Contracts: The latest MICC enterprise solutions contract list was reviewed. There are no existing MICC enterprise contracts that can fulfill this requirement. *This is an internal MICC validation requirement.*

-----  
***MICC Fort Polk is primarily responsible for sections VII –XI of the Market Research Report.***

**VII. ANALYSIS OF POTENTIAL INDUSTRY BASE.** *Describe the various techniques used to arrive at the market research findings.* The following techniques were utilized to conduct market research:

a. **Central Contractor Registration (CCR).** A Search of the CCR database was conducted to determine the potential industry base that exists for NAICS \_\_\_\_\_ (*insert NAICS code*). The search results indicated that there are more than \_\_\_\_\_ (*insert number*) small business firms identified with this NAICS nationwide.

**b. Dynamic Small Business Search.**

1) The search was further refined by utilizing the Small Business Administration’s (SBA) Dynamic Small Business Search Engine (DSBS). A search of NAICS code \_\_\_\_\_ *(insert NAICS code)* identified the following:

Type of Small Business	No. of Firms Responded
8(a)	
SB	
SDB	
VOSB	
WOSB	
SDVOB	
HUBZone	

This chart represents SBA’s Nationwide Dynamic Small Business Search.

2) There were a total of \_\_\_\_\_ *(insert number)* firms. The DSBS was utilized to gain additional information on these businesses. The information accessed from the DSBS was cross-referenced with the Online Representations and Certifications Application (ORCA) website (<https://orca.bpn.gov>).

c. **Sources Sought Synopsis.** A sources sought notice targeting the small business community was posted on the Army Single Face to Industry (ASFI) on \_\_\_\_\_ *(insert date)*. The notice invited interested concerns to provide capability packages to \_\_\_\_\_ *(insert contracting office)* on \_\_\_\_\_ *(insert date)*. A total of \_\_\_\_ *(insert number)* firms listed on the table below responded to the notice.

Company Name (Home State)	Size Classification	Cage Code	Annual Receipts

**Capability Assessment of Respondents.** *Summarize the information obtained from each source contacted. Address the capabilities of individual firms, their processes, pricing information, delivery schedules, customary terms and conditions, incentives and warranties. Recommend coordinating with Small Business Specialist.*

**VIII. AVAILABILITY OF ELECTRONIC AND INFORMATION TECHNOLOGY.** *Assess the availability of electronic and information technology that meets all or part of the applicability standards issued by the Architectural and Transportation Barriers Compliance Board at 36 CFR Part 1194. This acquisition will not be used to acquire electronic and information technology.*

**IX. CONTRACT CONSOLIDATION AND BUNDLING.** *If anticipated, substantiate that contract bundling and/or contract consolidation is necessary and justified. If contract consolidation is considered, identify any alternative contracting approaches that would involve a lesser degree of consolidation. Contract consolidation and bundling were not contemplated for this requirement.*

**X. COMMERCIALITY DETERMINATION.** *Indicate whether or not the requirement can or cannot be met by commercial items, commercial items with customary or minor modifications, or non-developmental items. (Explain the basis for the determination. If the requirement cannot be met by a commercial item, then state why, i.e. military unique requirement, no commercial item available, laws or regulations, etc).* Market research results indicate that commercial items are available to meet the agency's needs and existing sources in the marketplace. There is a reasonable expectation of obtaining offers from two or more responsible small business concerns that are competitive in terms of market prices, quality, and delivery. The basic clauses and provisions prescribed in FAR Part 12 are sufficient for use in this acquisition and do not require any substantial tailoring to be consistent with industry's commercial practices.

**XI. CONCLUSION.** *Indicate conclusions drawn from the market research. Indicate if market research supports setting aside this requirement for one of the small business programs or for pursuing full and open competition. Indicate if sources capable of satisfying the agency's requirements exist. Address whether or not market research provides information about commercial practices that you can use to shape the acquisition strategy, requirements, product description and/or performance work statements, evaluation factors, and contract terms and conditions.* According to the market research, there are \_\_\_\_\_ firms under the selected NAICS code determined capable of performing this requirement. Based on the market research, there is a reasonable expectation that two or more eligible and responsible \_\_\_\_\_ (*size of business*) concerns have demonstrated the capability to fulfill this requirement. The commercial practices in the marketplace can be used to shape the acquisition strategy, requirements, product description and/or performance work statements, evaluation factors, and contract terms and conditions.

---

Name  
Contract Specialist  
Date:

---

Name  
Contracting Officer  
Date:

Attachments: *(Only include attachments applicable to the market research accomplished)*

1. NAICS Code Search Results
2. MICC Enterprise Solution Search Results
3. GSA Search Results
4. Federal Prison Industries (FPI) UNICOR Search Results
5. Small Business Administration (SBA) Dynamic Small Business Search Results
6. Central Contractor Registration (CCR) Search Results
7. Sources Sought Results