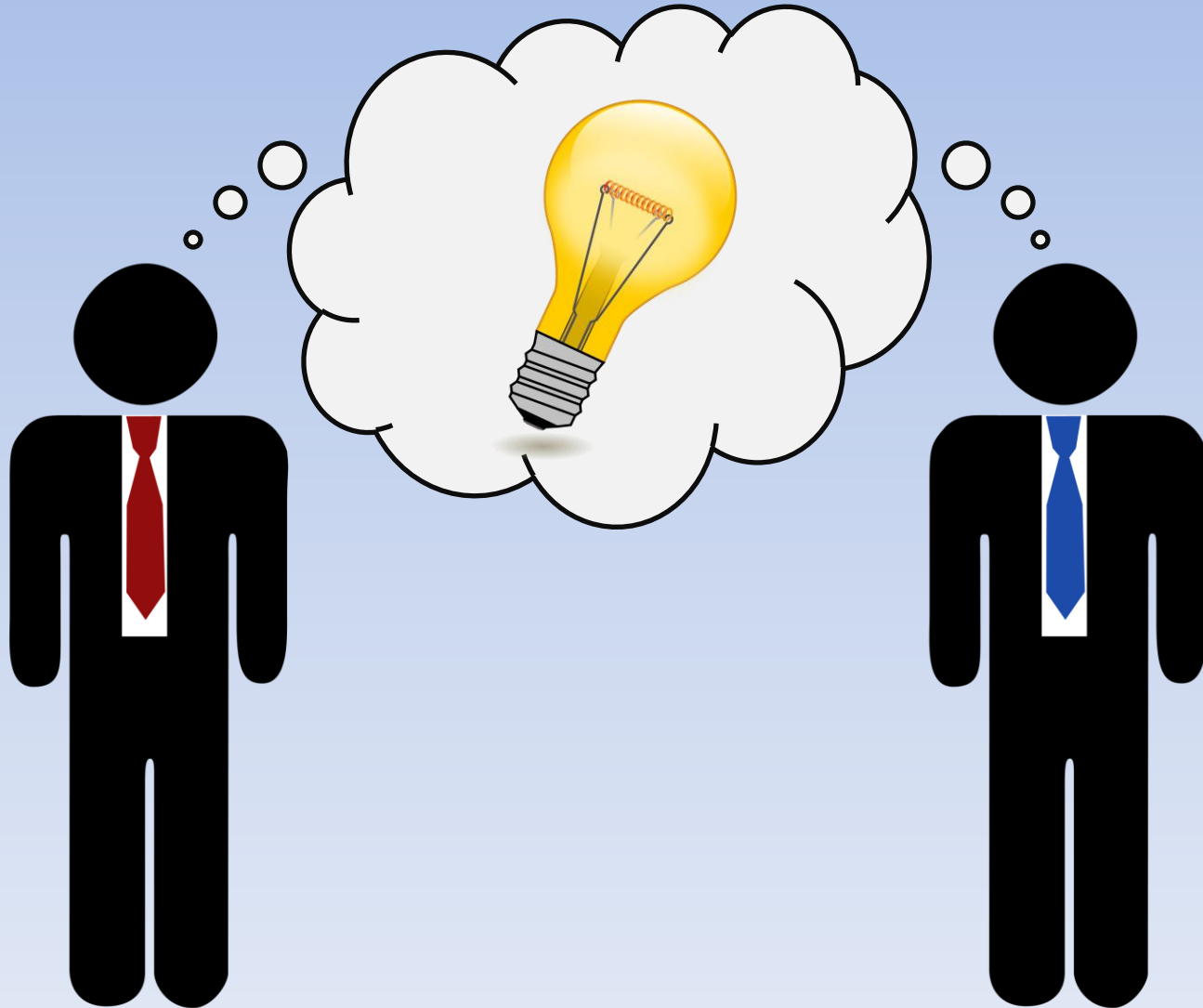


Meet the Small Business owners of General K & Doctor J Technologies



Small Business Engagement Model for General K & Doctor J Technologies

Perform
Market
Research



Perform Market Research



Study and know the government agency to which you are marketing your products and services.

Understand what products and services that the government agency procures on an annual basis by performing market research using the following tools:

- Federal Procurement Data System – Next Generation (FPDS-NG) https://www.fpds.gov/fpdsng_cms/
- Federal Funding Accountability and Transparency Act (FFATA) <http://www.ffata.org/ffata/>
- Navy Electronic Commerce On-Line (NECO) <https://www.neco.navy.mil/>
- Federal Business Opportunities (FEDBIZOPPS) <https://www.fbo.gov/>



CMC Priorities

CMC PRIORITY

1) Continue to provide the best trained and equipped Marine units to Afghanistan. This will not change. This remains our top priority!

2) Rebalance our Corps, posture it for the future and aggressively experiment with and implement new capabilities and organizations.

3) Better educate and train our Marines to succeed in distributed operations and increasingly complex environments.

4) Keep faith with our Marines, our Sailors and our families.





ASN RDA Priorities

- 1) Getting the requirements right**
- 2) Making every dollar count**
- 3) Performing to plan**
- 4) Minding the health of the industrial base**
- 5) Strengthening the acquisition workforce**





SECNAV

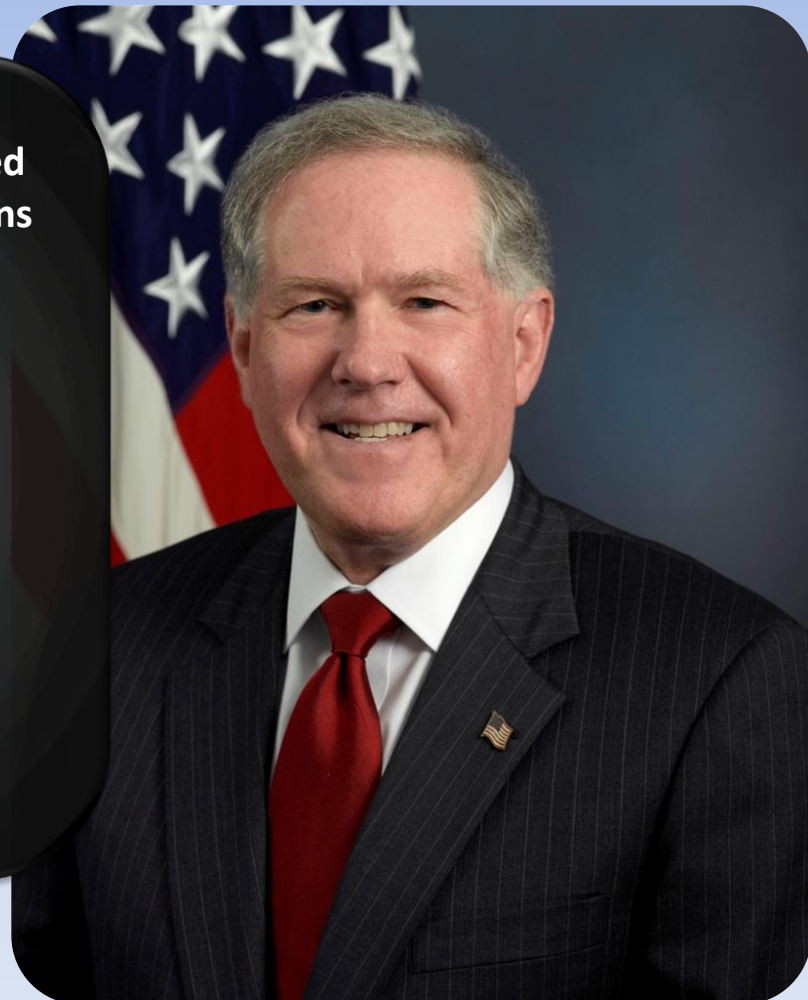
- 1) Taking care of Sailors, Marines, Civilians and their families**
- 2) Treating Navy energy requirements and solutions as issues of national security**
- 3) Creating acquisition excellence**
- 4) Optimizing unmanned systems**





AT&L Priorities

- 1) Supporting forces who are engaged in overseas Contingency Operations
- 2) Achieving affordable programs
- 3) Improving efficiency
- 4) Strengthening the industrial base
- 5) Strengthening our acquisition workforce
- 6) We must protect the future



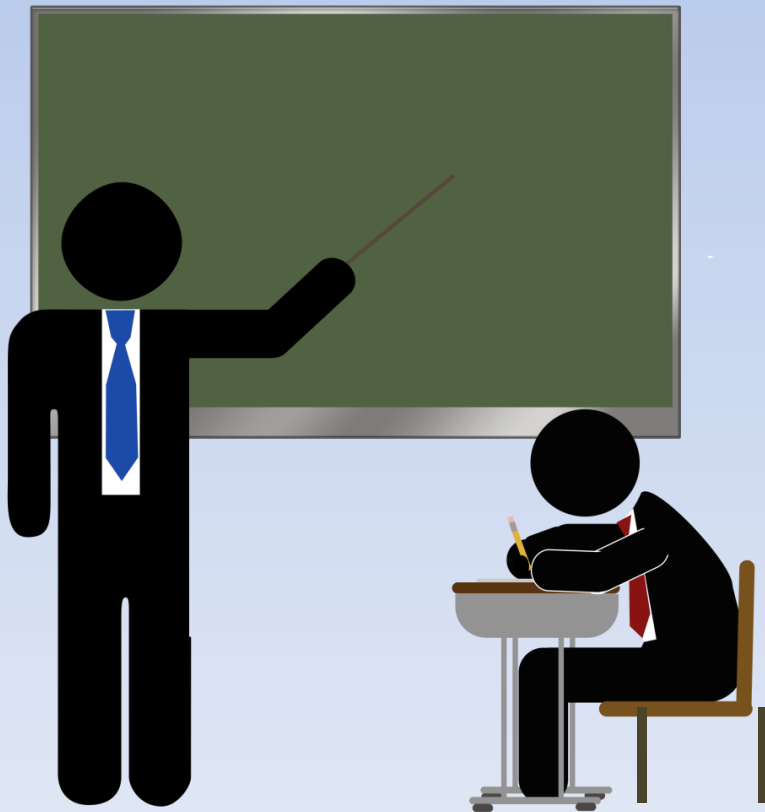
Small Business Engagement Model for General K & Doctor J Technologies

Perform
Market
Research



Invest In &
Educate
Yourself

Invest In & Educate Yourself



Attain professional certifications; training (i.e., acquisition training) through Defense Acquisition University (DAU), ESI International, Management Concepts.

Attend Business Matchmaking events and meet with both government and large business representatives (Business Matchmaking (BMM)).

<http://www.businessmatchmaking.com/>

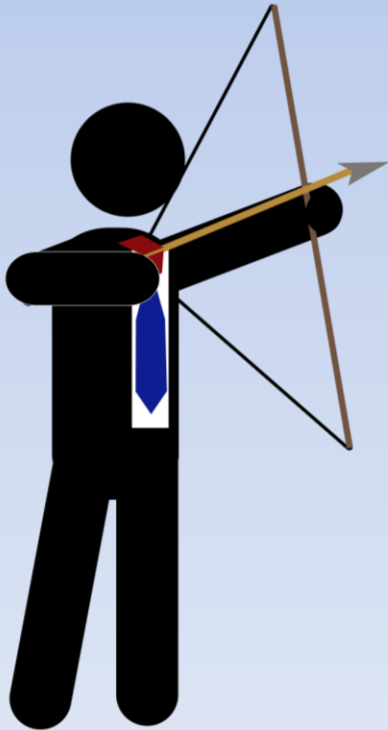
Attend Small Business Training Conferences.

Read available Marine Corps publications & news and Naval proceedings.

Small Business Engagement Model for General K & Doctor J Technologies



Tighten your Aim



Focus on your capabilities and technical solutions to MCSC requirements; not your small business status.

Find a unique skill or ability so that you can meet and market that back to the government agency.

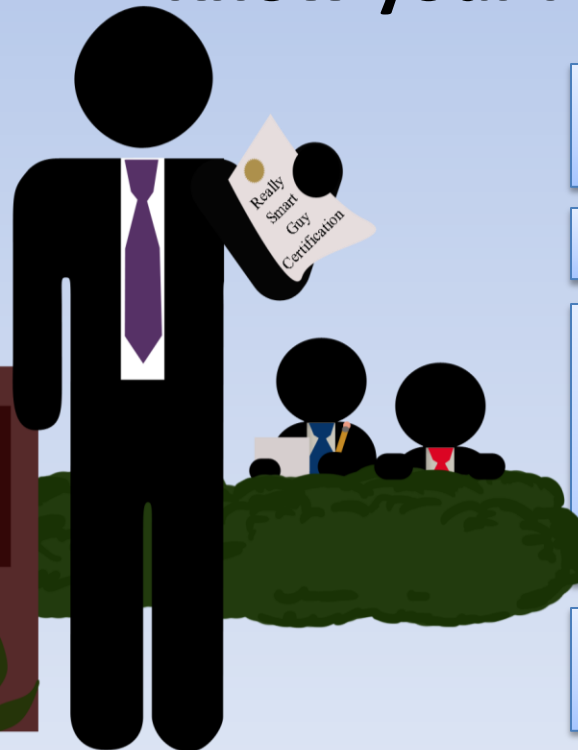
Develop a winning marketing strategy that demonstrates that your small business has the capability to meet MCSC requirements.

Develop innovative technical solutions specific to MCSC requirements. (i.e, Lightening the Load).

Small Business Engagement Model for General K & Doctor J Technologies



Know your Peers



Know your competition (both large and small).

Consider teaming relationships.

Find out the types of certifications that your competitors have and do whatever is necessary to obtain them (i.e., CMMI Level III; ISO 9000, Lean Six Sigma, etc.).

Establish mentor-protégé relationship with another large or small business.

Small Business Engagement Model for General K & Doctor J Technologies



Stay Informed

Register with FEDBIZOPPS & NECO for all NAICS Codes that are applicable to your company.

<https://www.fbo.gov/> <https://www.neco.navy.mil>

Work with your local Procurement Technical Assistance Program (PTAP), Procurement Technical Assistance Centers (PTAC) Representatives (The PTAP/PTAC Program is a program sponsored by the Defense Logistics Agency)

[.http://www.dla.mil/db/procurem.htm](http://www.dla.mil/db/procurem.htm)

Work with your local Small Business Administration (SBA) <http://www.sba.gov/> & Procurement Center Representative (PCR)

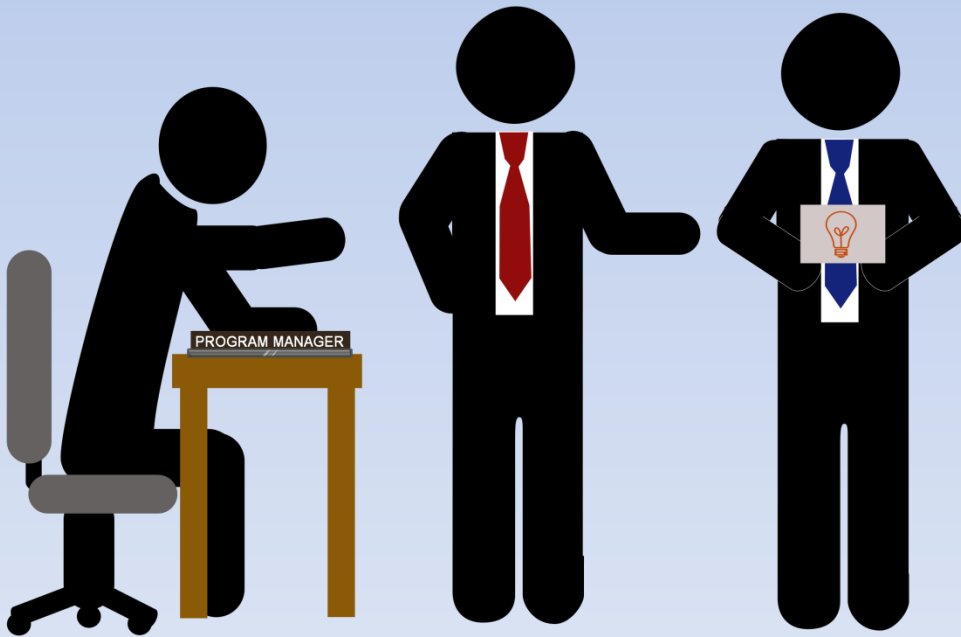
[.http://www.worldlawdirect.com/article/3028/procurement-center-representative-directory.html](http://www.worldlawdirect.com/article/3028/procurement-center-representative-directory.html),



Small Business Engagement Model for General K & Doctor J Technologies



Initiate Positive Engagement and React



Engage at the lowest level to achieve technical and programmable validation (i.e. work with warfare centers and PM's).

Respond to all inquiries in a timely manner.

Respond to Sources Sought and Request for Information (RFI) announcements.

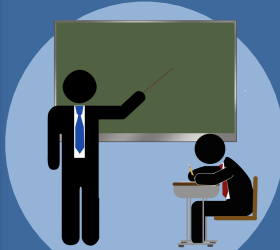
Engage your Small Business Specialists (SBS) as your allies; not your adversaries.

Request Post Award Conferences, Ask for a debriefing whether you are selected for a contract or not (FAR 15.506).

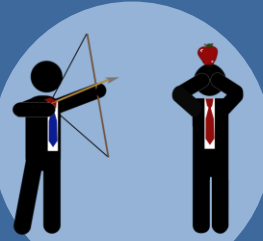
Small Business Engagement Model



Perform
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Invest In
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Tighten
Your Aim



Know
Your
Peers



Stay
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React

