

MARKET RESEARCH REPORT

Acquisitions Above the Simplified Acquisition Threshold (SAT)

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 achieve the most suitable approach to acquiring, distributing, and supporting supplies and services. This part implements requirements of 41 U.S.C. 3306(a)(1), 41 U.S.C. 3307, 10 U.S.C. 2377, and 6 U.S.C. 796. 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.

If a section of this form is not applicable, it should be so identified with N/A.

Acquisition Office Point of Contact:	Click here to enter text.
a. Phone Number:	Click here to enter text.
b. E-mail Address:	Click here to enter text.
Program Office Point of Contact:	Click here to enter text.
a. Phone Number	Click here to enter text.
b. E-mail Address	Click here to enter text.
Acquisition Title:	Click here to enter text.
NAICS:	Click here to enter text.
Solicitation/Requisition Number:	Click here to enter text.
Forecasting and Advance Acquisition Planning System (FAAPS) No:	Click here to enter text.
Type of Contract:	Click here to enter text.
Estimated Total Value:	Click here to enter text.
a. Base	Click here to enter text.
b. Options (how many & total)	Click here to enter text.
Period Of Performance (include options):	Click here to enter text.
Timeframe Market Research was conducted:	Click here to enter text.

- 1. Description of Requirement:** *Provide a brief description of the minimum requirements in terms sufficient to convey the purpose of the acquisition. Limit the description to the top essential tasks and/or skill sets required and used to conduct market research. You may copy and paste from SOW/PWS.*

[Click here to enter text.](#)

- 2. Feasibility of Requirement:** The results of market research have determined that the Government's needs can be met by items of the following type (check the appropriate box):

<input type="checkbox"/>	Items of a type customarily available in the commercial marketplace
<input type="checkbox"/>	Items of a type customarily available in the commercial marketplace with modifications
<input type="checkbox"/>	Items used exclusively for governmental purposes

- 3. Applicable laws, regulations, or policies unique to the required supplies/services:**

Examples: Warranties; packaging and marking; acceptance; pricing; inspection; customizing, modifying or tailoring practices; buyer financing; discounts; maintenance support; and laws and regulations unique to the item, if known.

[Click here to enter text.](#)

- 4. NAICS Code Explanation:** *Include a discussion of why the NAICS code selected was used and provide any applicable endnotes or exceptions only if applicable. The NAICS code identified in the Market Research Report should be consistent with NAICS code publicized via the market research notices, and the CD-570 - Small Business Set-Aside Review form. **If another NAICS code is deemed more appropriate after market research results, please provide an explanation and how further market research was conducted with the new code.***

[Click here to enter text.](#)

- 5. Acquisition Background and History:**

- a. What type of action is this request (check the appropriate box):

<input type="checkbox"/>	New
<input type="checkbox"/>	Sole-Source
<input type="checkbox"/>	Re-Compete
<input type="checkbox"/>	Consolidated/Bundled

- b. Use the table below to fill in information from previous awards; sole-sources, re-competes and bundled/consolidated historical information. For bundled/consolidated actions list the contract numbers and task order numbers recommended for consolidation and/or bundling. Attach a spreadsheet with the same information below if more room is required.

Prior Contract #	Vendor Name	Size/Socio-Economic Designation	Method of competition previously conducted	Period of Performance	# of Small Business offers received
Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.
Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.
Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.

- c. If the contract is a sole source or re-compete describe how the new contract effort compares with the current contract. *Is the Statement of Work (SOW)/Performance Work Statement(PWS)/Statement of Need (SON)/etc...the same? What changes are being made?*

Click here to enter text.

6. Consolidation and/or Bundling **N/A**

- a. Include a necessary and justified analysis based on the results of conducting market research for capable small businesses in accordance with FAR 10.001(a)(2)(vi), as required by FAR section 7.107-1 thru 4.

<input type="checkbox"/>	Justification & Analysis Attached
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- b. Consult with Procurement Center Representative, Small Business Specialist, and The Office of Small Disadvantaged Business Utilization to assist with market research.

<input type="checkbox"/>	Spoke with NOAA Small Business Specialist
<input type="checkbox"/>	Spoke with the DOC OSDBU
<input type="checkbox"/>	Spoke with the SBA PCR

What were the results of those conversations?

Click here to enter text.

7. Potential Sources Provided by Requestor for consideration: *Please provide the names of the companies, business size, and methodology utilized to identify them.*

Click here to enter text.

8. Market Research Methodology: The following methods were utilized to conduct Market Research (Check which method(s) are applicable):

<input type="checkbox"/>	Searched Federal Prison Industries
<input type="checkbox"/>	Searched Ability One Services Ability One Supplies
<input type="checkbox"/>	Other Mandatory Sources FAR 8.003
<input type="checkbox"/>	Reviewed existing Commerce-Wide Strategic Sourcing Vehicles
<input type="checkbox"/>	Reviewed existing NOAA Blanket Purchase Agreements
<input type="checkbox"/>	IT Product GWAC's searched: NASA Solutions for Enterprise-Wide Procurement (SEWP) General Services Administration (GSA) Schedule IT 70 NITAAC, Chief Information Officer-Commodities and Solutions (CIO-CS)
<input type="checkbox"/>	Searched SBA's Dynamic Small Business Search
<input type="checkbox"/>	Contacted Women-Owned Business Associations
<input type="checkbox"/>	Searched GSA/FSS (GSA Advantage!)
<input type="checkbox"/>	Searched SAM
<input type="checkbox"/>	Searched NOAA Small Business Database
<input type="checkbox"/>	Searched previous purchases of similar/identical acquisitions

<input type="checkbox"/>	FedBizOpps Sources Sought Synopsis or Request for Information
<input type="checkbox"/>	Searched the Internet
<input type="checkbox"/>	Contacted SBA
<input type="checkbox"/>	Interviewed Knowledgeable Individuals in Industry
<input type="checkbox"/>	Interviewed Knowledgeable Individuals in Government
<input type="checkbox"/>	Reviewed Professional Journals
<input type="checkbox"/>	Reviewed Requirements with the Small Business Specialist
<input type="checkbox"/>	Other(List): Click here to enter text.

9. Summary of the Number of Firms Found & Findings (summary of checked sources from the table in number 8 above):

	Date Researched	Known Sources	Prior Offers	Identified in MAC/GWAC/FS S	SAM/DSBS Search	Internet Search	RFI	Other:
SB Sources	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.			
WOSB Sources	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.			
EDWOSB Sources	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.			
HUBZone Sources	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.			
SDVOSB Sources	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.			
FPI/JWOD Sources	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.			

LB Sources	Click here to enter text.							
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The table above is optional to complete, it is required to document the names of the vendors found as a result of market research, including business size, socio-economic status, interest, and the assessment of vendor capabilities by task (a yes/no description is not acceptable without explanation). You may document this information below or attach it to this report.

Click here to enter text.

Also, attach copies of the instruments utilized (ex RFI/Sources Sought, searches, etc...).

<input type="checkbox"/>	Vendor capabilities attached in lieu of entered here.
<input type="checkbox"/>	Instruments utilized attached

10. Small Business Subcontracting. Provide the following information:

- a) Describe method used to determine if subcontracting possibilities exist.
Click here to enter text.
- b) Describe method used to develop target subcontracting goals for socioeconomic small business and small business concerns.
Click here to enter text.
- c) Describe how target goals will be used, i.e., to establish a negotiation position or inserted in the solicitation as the minimum or baseline for offerors to meet.
Click here to enter text.

11. Recommendation/Determination: *Describe how the requirement will be competed and awarded (performance -based service contract, FAR Part 15, small business program set-aside, etc.). Also include any risk factors that could potentially affect the acquisition strategy.*

Click here to enter text.

12. Required Signatures:

The signatures below represent approval of the market research process, report, and results:

Contracting Officer (signature):	
Date:	Click here to enter text.
Name:	Click here to enter text.
Program Office Representative (signature):	
Date:	Click here to enter text.
Name:	Click here to enter text.
Title:	Click here to enter text.