“Exceeding Your Goals”

“Market Research Using Dynamic Small Business Search

“SBA 1st First Wednesday Virtual Learning 2016”

sbalearning@sba.gov
Google link to dynamic small business search – phone only

Open the link that comes up and says, “DSBS - SBA - Could Not Set Session Cookies - SBA.gov”

Leave it open for live use in the last part of our program

Link is: http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm
1. There are firms that offer fee for services to assist small businesses in a variety of ways. Registration in SAM, proposal preparations, certifications (not authorized by SBA) assistance in getting on GSA Federal Supply Schedules and so forth.

2. No government official should be promoting any individual business’ services or products as this implies endorsement of one firm over all others. The government has to remain impartial. If you come across something that you think is great, encourage that firm to market itself, but do not market on their behalf.

3. The government, through the Department of Defense established the Procurement Technical Assistance Program (PTAP) who have centers throughout the country that do provide this and many other services – most of which are at no cost to a firm.”
Think small business

- Use market research to craft a strategy, not to validate a pre-existing strategy
- Make the research “small business friendly”
- Begin with a mindset that small business can perform until your documented research shows otherwise.
FAR 19.502-2 (a) reserves acquisitions of over $3,000 and $150,000 for small business.

FAR 19.502-2(b) –

b) The contracting officer shall set aside any acquisition over $150,000 for small business participation when there is a reasonable expectation that:

(1) offers will be obtained from at least two responsible small business concerns….; and

(2) award will be made at fair market prices.
FAR 19.203(a) Policies - Relationship among small business programs (parity) for procurements valued over $150,000 based upon market research

<table>
<thead>
<tr>
<th>#1</th>
<th>First consider HUBZone or 8(a) or SDVOSB or WOSB or EDWOSB set-asides. (You do not mix and match.)</th>
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<tbody>
<tr>
<td>#2</td>
<td>Then, small business set aside</td>
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<td>Finally, full and open competition</td>
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(d) In determining which socioeconomic program to use for an acquisition, the contracting officer should consider, at a minimum—

(1) Results of market research that was done to determine if there are socioeconomic firms capable of satisfying the agency's requirement; and

(2) Agency progress in fulfilling its small business goals
“Dynamic Small Business Search” or DSBS

- Know the system
- Justify the area you search
- Use codes and/or key words
- Call to see if the small business has the capacity
- Call to see if the small business will participate
- Your “market research friend”
DSBS at [http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm](http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm)

This is generally a self-certifying database. The SBA does not make any representation as to the accuracy of any of the data included, other than certifications relating to 8(a) Business Development, HUBZone or Small Disadvantaged Business status. The SBA strongly recommends that contracting officers diligently review a bidder’s small business self-certification before awarding a contract.
19.102 Size standards.

(a)(1) The SBA establishes small business size standards on an industry-by-industry basis... Small business size standards matched to industry NAICS at http://www.sba.gov/content/table-small-business-size-standards.

(b) Small business size standards are applied by—

(3) Specifying the size standard in the solicitation so that offerors can appropriately represent themselves as small or large.
“Save email messages for all” from your DSBS search
Cut and paste emails into BCC of outlook
Dynamic Small Business Search is alive and well. Link:

http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm

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