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For any questions or additional information contact:

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Doing Business

with

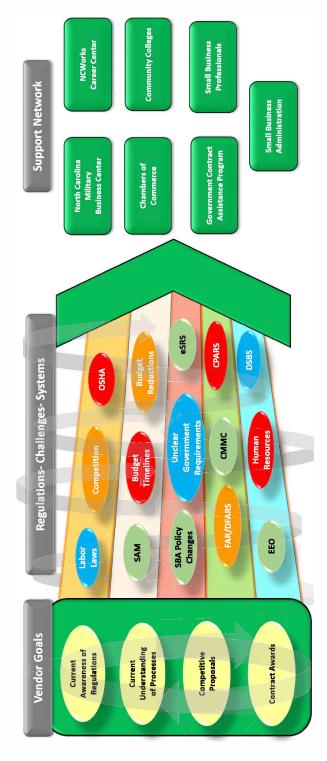
Marine Corps Installations East

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Small Business Advisor

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Government Contract Environment



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Welcome to the environment of Department of Defense (Federal) Contracts! The first thing you need to understand is the environment you are entering into:

In order to meet your (Vendor Goals) you need to understand everything in Regulations-Challenges-Systems above AND recognize the Support Network ready to assist you in being competitive in this environment. The bulk of the entities in this Support Network are available to you either Free of Charge, or for a nominal fee! What is a nominal fee? Chambers of Commerce annual memberships are several hundred dollars, some Support Network entity- hosted events can be \$25-\$100, and some training could be several hundred dollars based on the topic.

Chambers of Commerce

Chambers offer networking opportunities with military leadership by way of the Military Affairs Committee. They also have Governmental Affairs Committees whose purpose is to advocate for business owners. May provide networking opportunities with military/federal employees.

NCWorks

NCWorks is part of the North Carolina Department of Commerce, Division of Workforce Solutions. NCWorks participates and conducts hiring events, career advisors for candidate screening, spaces for interviews, conference rooms for meeting and training, and other business support services. For more information contact: Gerry Cruz at gerado.cruz@nccommerce.com

Community Colleges Community Colleges throughout North Carolina provide free one-on-one confidential small business counseling/training specifically designed for business owners/potential business owners, and access to resources and referrals. For more information visit www.ncsbc.net and https://www.coastalcarolina.edu/services-and-support/services-community/sbc/

Government Contract Assistance Program Help with topics such as: determine if your company is ready for Government contracts, key registrations (SAM, WAWF,SBA), small business certifications, marketing, networking, proposal preparation, and some contract performance issues. Your local GCAPs are: Wilmington GCAP Counselor: Robin Livingston (910) 672-1359 rivings@uncfsu.edu, Greenville GCAP counselor: Joel Guge / (919) 513-0623 / jwguge@ncsu.edu

North Carolina Military Business The North Carolina Military Business Center (NCMBC) is a statewide business development and technology transition entity of the State of North Carolina, headquartered at and supported by Fayetteville Technical Community College (FTCC). NCMBC's mission is to leverage military and other federal business opportunities to expand the economy, grow jobs and improve quality of life in North Carolina. Much more information is available at www.ncmbc.us!

Small Business Administration For Federal Contacts, provides: a Contracting Guide (Learn how to find and win contracts with the Federal government), Contracting Assistance Programs (Gain a competitive edge with help from the SBA's business development programs), Counseling and Help. Much more information is available at www.sba.gov!

Small Business Professionals Federal government employees assigned to agencies across the Federal government providing: an understanding of the fundamentals of Federal contracting, how their agencies solicit requirements, requirement forecasting and a linkage between vendors, other contracting activates entities in the Support Network. Local small business representative contact information is provided at the end of this brochure.

After seeing the Government Contracting Environment and Support Network, and deciding you are ready to go for it, the following nine steps are the fundamental steps you must take in order to be competitive for Federal Contracts.

Before you go to Step 1 below, know your business/know the market! Go to www.usaspending.gov to see what the demand for your supply/service is for the area you are trying to work in.

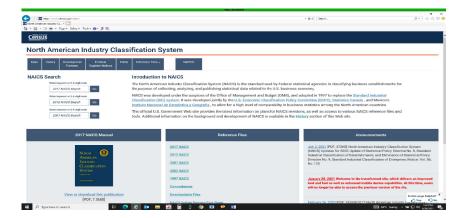
Identify NAICS Codes

Identify your product or service using the North American Industry Classification System (NAICS). This is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

NAICS is a Self-Assigned System. Your organization should select the code that best suits your business and use it. Note that it is not assigned.

To identify the NAICS Code being used for a specific company, visit https://www.census.gov/eos/www/naics/. To identify the proper code for your company, use the NAICS SEARCH TOOLS to identify the code that best reflects your primary

business activity (revenue producing activity.)



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Obtain a Unique Entity Identifier (UEI)

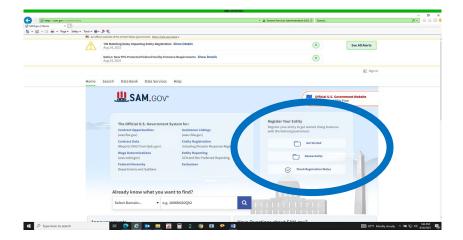
- Request the UEI and register your entity to do business with the U.S. Government at SAM.gov (https://sam.gov/SAM/). The UEI is a 12-character, alpha-numeric value within databases and passed as such within interfaces and extracts.
- This number will replace the Data Universal Numbering System (DUNS) Number, the Dun & Bradstreet D-U-N-S Number unique nine-digit identifier used previously. The DUNS number assignment will be retained if already assigned to records for historical purposes following the transition.

Register in SAM

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Register in the System for Award Management (SAM) website.

- To register your entity or update your registration, please continue to use SAM.gov (https://sam.gov/SAM/).
- If you do not have a current SAM Registration you cannot receive an award of a Federal contract.



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Obtain a Commercial and Government Entity (CAGE) Code.

- A CAGE code is a five character alpha-numeric identifier assigned to entities located IN the United States and its' territories. If you are doing business with the U.S. Government to include contracts and grants, you must have a SAM registration. During this process you will be assigned a new CAGE code if one doesn't already exist. Or, if you have an existing CAGE code your information will be updated.
- You do not need to separately register for a CAGE code, however more information can be found at https://cage.dla.mil/



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Understand Who Buys What (Procurement Authority)

Identify the contracting activity that purchases your product or service and contact **the Small Business** Specialist on-site. If you contact contracting officers directly simply to provide your company's capabilities they are most likely going to refer you to their small business specialist, so save yourself some time.

Another timesaving point for you to understand is each contracting activity has specific procurement authorities meaning there are supplies/services activities can/cannot purchase. You need to understand which office has the authority to buy your given supply/service.

The following is a very *basic* overview of the procuring authorities and general overview of the supplies/services the contracting activities supporting MCI East procure. The intent of giving you the information below is to *save you time* in trying to find the right office that matches your supply/service:

The Fundamentals

- Whether you are new to Federal Government Contracting, or have experience in Federal Contracts you should review the Small Business Administration website (www.sba.gov). The site is updated regularly and is a critical first step in doing business with the Federal Government.
- Cyber security policies are extensive and can be challenging to understand at times. The North Carolina Military Business Center provides valuable training on a regular basis regarding cyber security policies and procedures. Please go to https://www.cybernc.us/ for more details.
- o Ensure your company is registered in, and maintains a current registration in the System for Award Management (www.sam.gov).
- Ensure your company capabilities are accurately reflected in the Dynamic Small Business Search Engine: https://web.sba.gov/pro-net/search/dsp_dsbs.cfm
- Government Contract Assistance Programs (North Carolina only)/Procurement Technical Assistance Center (PTAC) and also known as APEX Accelerators: PTAC3-APEX Accelerators (part of DoD Office of Small Business Programs) can assist you with understanding Government procurement regulations, contract terms, conditions and formats. They can also help you in obtaining a Unique Entity Identifier (UEI) which replaced the DUNS number, assist with your SAM registration, WAWF (invoicing) registration determining business size and obtaining socio-economic designations. GCAPs/PTACs-APEX Accelerators will also review proposals IF you give them enough lead time!
- Wilmington GCAP Counselor Robin Livingston / (910) 672-1359 / rlivings@uncfsu.edu
 Greenville GCAP counselor Joel Guge / (919) 513-0623 / jwguge@ncsu.edu
- Ensure you aggressively monitor all Government Points of Entry (GPE)
 - -sam.gov (Contract Opportunities)
 - -GSA: https://hallways.cap.gsa.gov/app/#/ (Acquisition Gateway)> GSA has its own process for vendors to be on GSA Schedule, so review www.gsa.gov for the process and requirements.
 - -NASA SEWP https://www.sewp.nasa.gov/ (IT supplies (NAICS 334111) and services (NAICS 541519)
- Ensure you aggressively monitor each of the above for Requests for Information (Government has a general idea of what it needs and is seeking commercial vendors that can possibly support), Sources Sought (Government knows what it needs and contracting is trying to determine if large/small businesses can support), Synopsis and Proposals. Requests for Information, Sources Sought and Synopsis are all forecasting indicators. Synopsis are the best forecasting indicator of the three because the Government actually says when a solicitation is anticipated to be posted. Please note, responses to sources sought and requests for information are not official proposals, you will still have to provide an official proposal once a solicitation is posted.
- LPTA vs. Best Value. The Federal Government has put more emphasis, through regulations and procedures, on making best-value awards
 vice Lowest Price-Technically Acceptable (LPTA). Therefore, your proposals need to include language that demonstrates why your
 company represents the best value to the Government.
- o For your Solicitations/Proposals:
 - -Propose and propose on time!
 - -Read the whole solicitation, complete all required provisions and understand all clauses.

-Answer the tasks being asked and, when possible, elaborate on what benefits you bring to each task. What to you bring that is over and beyond what the Government is asking for? You must be careful here because this does not mean adding things the Government did not ask for. Rather, it means explaining how your product provides the greatest benefit to the Government.

- -Consider your volume of responses. Quality of responses overrides quantity of responses!!
- -Key provisions/clauses to focus on:
- -Instructions to Quoters (Specific guidance on proposal formats and how the Government is soliciting)
- -52.212-2 Evaluation of Offers (How the Government will evaluate your proposal: LPTA, best value, specific evaluation criteria)
- -52-212.3 Representations and Certifications (this is where you identify what type of small business you are)
- -252-232.7006 Wide Area Workflow (Procurement Integrated Enterprise Environment (eb.mil), help desk 1-866-618-5988) You will submit all invoices through this site and you should be registered in this site as soon as possible. You do not need to wait until you receive a contract award.
- For Awards:
 - -Ensure you know who your government points of contact are
 - -Ensure you understand all base access procedures
 - -Ensure your manifests/delivery documents have the contract number, contracting officer name, and government point of contact.

Investigate Other DoD Programs

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Investigate other DoD programs including Mentor-Protégé, Public-Private

Talent Exchange, etc.

- DON OSBP participates in programs that develop small businesses to ensure they
 gain knowledge and experience in the Navy and Marine Corps marketplace. These
 initiatives enhance the small businesses' skills and helps to grow the industrial base.
- Public-Private Talent Exchange Program The DON participates in the Public-Private
 Talent Exchange Program (PPTE). This program hosts a six-month acquisition
 exchange between DoD and private sector participants to gain a better understanding
 between each's business operations and to share innovative best practices. The PPTE
 policy was published on July 19, 2018. The Implementation Plan was released via
 DCPAS Message 20180831, dated July 24, 2018 and can
 found here. For more information on the PPTE, go
 to https://www.hci.mil/PPTE.html.
- Mentor-Protégé Program The DON Mentor-Protégé Program (MPP) provides incentives for DON contractors (Mentors) to assist small businesses (Protégés) in developing their capabilities, increasing their participation in DON contracts and subcontracts, and strengthening the industrial base by supporting the warfighter. The Department of Defense (DoD) Pilot was established under Section 831 of Public Law 101-510, the National Defense Authorization Act for Fiscal Year 1991 (10 U.S.C. 2302 note).

Explore Subcontracting Opportunities



Explore subcontracting opportunities in www.sam.gov. Subcontracting can be a challenge because large businesses tend to want to see experience and performance from their subcontractors. Not a reason to not try, just something to be aware of when seeking out subcontractor opportunities. Aside from searching www.sam.gov for subcontracting opportunities here are a few other ways to seek:

- Participate in tradeshows/matchmaking events.
- Review solicitations related to your supply/service set aside for large businesses. Solicitations set aside for large businesses estimated at over \$1 million must have a Subcontracting plan. By reviewing these you will have some insight into where subcontractor work is available.

Contracting Activity	Procurement Authority	Small Business/Government Point of Contact/Website
inclusive. Rather, they are their to guide you t	o the contracting activity a <mark>ligning best</mark> with the supply/so	s and services within their authority. The supplies and services listed below are not all service your company offers. For example Naval Facilities Engineering Systems Command is the call any of the other offices with construction related issues they will refer you to Naval
Facilities Engineering Systems Command.		
MCI East Regional Contracting Office	Wide Range of Supplies/Services	chris.rabassi@usmc.mil https://www.mcieast.marines.mil/Staff-⊕ffices/Small-Business-⊕ffice/
	Construction (Re al Property)	
Naval Facilities Engineering Systems Command	Architecture Design	doma Lmason 31 civ@us navy ml (Lejeune)

		https://www.incloud.com/miles.nimotal - Process Online Dataless - Process
Naval Facilities Engineering Systems Command	Construction (Re al Property) Architecture:Design Facility Support Contract Grounds keeping	douna i mason 3 i. civ @us navy ml (Lejeune) Donald j. herschberger. civ @us navy ml (Beaufort)
Defense Logistics Agency	Fuel. Clothing. Repair Parts	daren.campbell/€d.a.ml
Detense Logistes regency	ruci; ciounig, repin ruci	ан сп.санросандасла
Defense Logistics Agency (Aviation) supporting Fleet Readiness Center East	Aviation Supplies and Services for Fleet Readiness Center East	robynn.c.storm2.civ@us.navy.mil melissa.m.walker43.civ@us.navy.mil
Marine Special Operations Command	Wide Range of Supplies/Services	jonathan d. heskett mil@socom mil michael.pockette@socom mil
Atlantic Marine Corps Communities	Military Housing-Related Supplies and Services	https://www.atlanticmcc.com/
Marine Corps Exchange	Military Exchange Related Supplies and Services	https://usmc-mccs.org/about/business-partners/
Defense Commissary Agency	Military Commissary Related Supplies and Services	https://www.commissaries.com/our-agency/business-with-deca/small-business
Marine Corps Systems Command	End Items and Weapon Systems	ausin johnson@usmc mil https://www.marcorsyscom.marines.mil/Command-Staff@ffice-@f-Small-Business-Programs-@St
Naval Medical Center	Wide Range of Medical Supplies/Services Hospital Support Supplies/Services	The Naval Medicial Center is supported by the Defense Health Agency. For questions: https://www.health.mll/Mikary-Health-Topics/Acquisition-Procurement-and-Small-Business For Contract Opportunities www.sam.gov.
Marine Corps Community Services	Supplies and Services supporting Marine Corps Family Programs, Family Events, Child Development Centers, a Host of Other Programs	christopher.alger@usmc-mccs.org
Government Services Administration	Wide Range of Supplies Services	britany, black@gsa.gov (Customer Service) jan.zeigler@gsa.gov (Industry Specialist)
Department of Defense Schools	Middle and High School Related Suppliesand Services	Each school on base does its own procurement. You will have to contact each school for requirement

Identify Current and Future Procurement Opportunities

Identify current and future Marine Corps Installations East procurement opportunities. Most of the websites in Step 5 will have some type of forecasting reference. This will either be a listing of supplies and services the contracting office has procured, or a forecast of future requirements.

In addition, www.sam.gov (Contract Opportunities selection) provides current solicitations based on your NAICS code. Other Government Points of Entry (GPE) are www.gsa.ebuy, <a href="www.gsa.ebuy, www.gsa.ebuy, www.gsa.ebuy, www.gs

Solicitations are not the only postings you need to be looking for. Here are some other key postings and why they are important:

Requests for Information (Government has a general idea of what it needs and is seeking commercial vendors that can possibly support)

Sources Sought (Government knows what it needs and contracting is trying to determine if large/small businesses can support)

Synopsis (Government is giving vendors a general idea of what it is soliciting for and says when a solicitation is anticipated to be posted)

• Why are the above important?

-Responding to sources sought/requests for information lets the contracting office know your company is capable of meeting a requirement. In some cases the contracting office may even contact you directly if there have been no responses to a solicitation. That said, responses to sources sought and requests for information are not official proposals, you will still have to provide an official proposal once a solicitation is posted. This means do not provide pricing when you respond to requests for information/sources sought.

-Requests for information/sources sought give you an opportunity to refine your proposal writing skills. Even though requests for information/sources sought will not normally have the same level of detail as an official solicitation, you will be able to work on the following:

- -Respond and respond on time!
- -Read the whole document multiple times.
- -Answer the tasks being asked and, when possible, elaborate on what benefits you bring to each task. What to you bring that is over and beyond what the Government is asking for? You must be careful here because this does not mean adding things the Government did not ask for. Rather, it means explaining how your product provides the greatest benefit to the Government.
- -Quantitative is always better than qualitative. Whenever possible, put numbers in your responses vice flowery adjectives.
- -Consider your volume of responses. Quality of responses overrides quantity of responses!!

Proposals in Response to Solicitations

There is an art and science to proposal writing and there are literally hundreds of documents and periods of instruction on proposal writing. Here are some of the most common fundamentals to effective proposal writing:

- Know and be honest about what your company can, and cannot do. If you propose on/receive a contract award with the attitude of "we will figure it out as we go" you are guaranteeing a bad performance rating.
- Propose and propose on time!
- Read the whole solicitation multiple times. There will always be one, or more, things
 you miss that could cause you not to receive a contract award.
- Complete all required provisions and understand all clauses. Provisions
 are either
 questions you need to answer, or certifications you need to make
 regarding your company. Clauses are actions your company must
 comply with per a range of Government mandates.
- Answer the tasks being asked and, when possible, elaborate on what benefits you bring to each task. What do you bring that is over and beyond what the Government is asking for? You must be careful here because this does not mean adding things the Government did not ask for. Rather, it means explaining how your product provides the greatest benefit to the Government. One effective way to ensure you answered all tasks in to put all the required tasks in an Excel spreadsheet. Then in a separate column respond to each of those tasks.
- Consider your volume of responses. Quality of responses overrides quantity of responses!!
- Key provisions/clauses to focus on. If you don't pay attention to these you will not be competitive for Federal Contracts:
 - -Instructions to Quoters (Specific guidance on proposal formats and how the Government is soliciting)
 - -52.212-2 Evaluation of Offers (How the Government will evaluate your proposal: LPTA, best value, specific evaluation criteria)
 - -52-212.3 Representations and Certifications (this is where you identify what type of small business you are)
 - -252-232.7006 Wide Area Workflow (<u>Procurement Integrated Enterprise Environment (eb.mil)</u>, help desk 1-866-618-5988) **You will submit all invoices through this site and you should be registered in this site as soon as possible.** You must not wait until you receive a contract award.