

MARKET RESEARCH REPORT

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 arrive at 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 and supported by a brief explanation.

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

1. Description of Requirement:

- 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:**

4. NAICS Code Explanation:

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 for sole-source, re-compete 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	Period of Performance	# of Small Business offers

- c. If the contract is a sole source or re-compete describe how the new contract effort compares with the current contract.

6. Consolidation and/or Bundling

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N/A

- a. Include a necessary and justified analysis based on the results of market research as required by FAR section 7.107-1 thru 4.

	Justification & Analysis Attached
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- b. Describe the methodology for conducting market research as broad as possible to search for capable small businesses in accordance with FAR 10.001(a)(2)(vi).

- c. 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

7. Potential Sources Provided by Requestor:

8. Market Research Methodology & Findings

- a. 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

	Reviewed existing NOAA Blanket Purchase Agreements
	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)
	Searched SBA's Dynamic Small Business Search
	Contacted Women-Owned Business Associations
	Searched GSA/FSS (GSA Advantage!)
	Searched SAM
	Searched NOAA Small Business Database
	Searched previous purchases of similar/identical acquisitions
	FedBizOpps Sources Sought Synopsis or Request for Information
	Searched the Internet
	Contacted SBA
	Interviewed Knowledgeable Individuals in Industry
	Interviewed Knowledgeable Individuals in Government
	Reviewed Professional Journals
	Reviewed Requirements with the Small Business Specialist
	Other(List):

- b) Identify the names of the vendors found as a result of market research, including business size, socio-economic status, and the assessment of vendor capabilities (attach a chart that identifies vendor capability by task, a yes/no description is not acceptable without explanation).

<input type="checkbox"/>	Chart attached
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- c) Attach copies of the instruments utilized (ex RFI/Sources Sought, searches) as well as responses and assessments of capabilities.

	Copies of instruments utilized attached
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Comments:

9. Summary of the Number of Firms Found:

	Date Researched	Known Sources	Prior Offers	Identified in MAC/ GWAC/FSS	SAM/ DSBS Search	Internet Search	RFI	Other:
SB Sources								
WOSB Sources								
EDWOSB Sources								
HUBZone Sources								
SDVOSB Sources								
FPI/JWOD Sources								
LB Sources								

Comments:

10. Market Price

The Government estimated cost is \$_____. The apparent fair market value is based on the following information and is \$_____.

11. Recommendation:

12. Required Signatures:

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

Contract Specialist/ Contracting Officer (signature):	
Date:	
Name:	

THE SIGNATURE BLOCK BELOW IS ONLY APPLICABLE IF THE REQUIREMENT IS ABOVE SAT	
Program Office Representative (signature):	
Date:	
Name:	
Title:	