

MARKET RESEARCH CHALLENGE

Research is an essential part of successful government contracting. In particular, a contractor needs to know their target markets and their targeted accounts in detail – *Know Your Customer!* A contractor must also be able to find solicitations and contracts of interest to them – *Past, Present, and Future* contracts and solicitations! A contractor must also be able to research competitors and potential teaming partners.

Your Florida PTAC representative can help you develop your research skills and introduce you to some of the more commonly used research tools and databases. Many research tools are publically available and links to many of these public tools can be found on the PTAC at UCF website using the “[Resource Links](#)” tab.

If you are new to market research, some clients find this ‘market research challenge’ helpful to give them some focus and structure in their efforts:

STEP 1: Identify Three (3) of Each of the Following

- Government Agencies (at any level) that buy what you sell
- Prime Contractors that buy what you sell
- Competitors that solve the same problems for government
- Relevant past/current solicitations
- Sources Sought Notices (SSN) or RFIs of any kind

STEP 2: Familiarize Yourself with the FAR

- Particularly FAR Parts 1, 2, 5, 6, and 9

STEP 3: Familiarize Yourself with the FOIA Process

- Visit www.FOIA.gov

As you collect the information above, capture it in a Word file (or similar) and use it as a starting point for your government contracting marketing plan.

If you have any questions about market research, or would like assistance through PTAC, you can request a consulting session at: www.sbdcorlando.com/consulting/