



OFFICE OF THE UNDER SECRETARY OF DEFENSE

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ACQUISITION, TECHNOLOGY
AND LOGISTICS

GUIDE TO DOD CONTRACTING OPPORTUNITIES

A Step by Step Approach to the DoD Marketplace

1. Identify your product or service.

Identify your product or service by its Procurement Classification Code (that is, the Federal Supply Code or Federal Service Code -- see <http://www.fedbizopps.gov/> or <http://www.dlis.dla.mil/h2>) or by its North American Industry Classification System (NAICS) Code (see <http://www.census.gov/epcd/www/naics.html>).

2. Obtain a D&B Data Universal Numbering System (D-U-N-S®) Number and register in the Central Contractor Registration (CCR) System.

If you do not have a DUNS Number, contact Dun and Bradstreet to obtain one at <http://www.dnb.com/us/>. After obtaining a DUNS Number, you should register in the CCR System database at <http://www.ccr.gov/Start.aspx>. The CCR System is a database designed to hold information relevant to procurement and financial transactions. The CCR System affords you the opportunity for fast electronic payment of your invoices. Having a DUNS Number and being registered in the CCR System are prerequisites for any contract award. Effective January 1, 2005, Federal Acquisition Regulation (FAR) section 4.12 mandated prospective contractors to complete electronic annual representations and certifications via Online Representations and Certifications Application (ORCA) at <http://orca.bpn.gov> in conjunction with required registration in the CCR System database.

3. Vendors must obtain a Contractor and Government Entity (CAGE) Code or NATO Contractor and Government Entity (NCAGE) Code.

The CAGE Code (for U.S. vendors) and NCAGE Code (for foreign vendors) is a required piece of data for registering in the CCR System. If you are a vendor located in the U.S. and do not have a CAGE Code, a CAGE Code will be assigned to you when you register in the CCR System for the first time. A foreign vendor must contact its country representative to receive its NCAGE Code assignment. A list of country representatives can be found at http://www.dlis.dla.mil/nato_poc.asp. The NCAGE Code request form is at http://www.dlis.dla.mil/Forms/Form_AC135.asp. The CAGE Welcome information page is at http://www.dlis.dla.mil/cage_welcome.asp.

4. If you are a small business, explore programs with the Small Business Administration (SBA).

The SBA offers assistance and certification in preference programs to small business concerns. We encourage you to determine whether your firm qualifies for section 8(a), small disadvantaged business, HUBZone, or service-disabled veteran-owned small business certification while visiting the SBA website at www.sba.gov. This site also provides information about other SBA resources, such as Small Business Development Centers, Service Corps of Retired Executives, Women's Business Development Centers, and Veterans Business Development.

5. Identify current DoD procurement opportunities.

Identify current and archived DoD and Federal procurement opportunities in your product or service area by checking the Federal Business Opportunities website:

<http://www.fedbizopps.gov>. You can also register for Vendor Notification Service. Since many contracting offices also may have their own procurement websites, check with individual contracting offices for other possible sources of information as well.

6. Familiarize yourself with DoD contracting regulations and procedures.

Familiarize yourself with the FAR at <http://www.arnet.gov/far/> and the Defense Federal Acquisition Regulation Supplement (DFARS) at

<http://www.acq.osd.mil/dpap/dars/dfarspgi/current/index.html>.

7. Investigate Federal Supply Schedule (FSS) and EMALL contracts.

Many DoD purchases are, in fact, made by the issuance of task or delivery orders on Multiple Award Schedules or Federal Supply Schedules, sometimes referred to as the General Services Administration (GSA) Schedules Program. Check the GSA website at

<http://www.gsa.gov/schedules> for information on how to participate in this program. Check out the “Pathway to Success” link at this website to learn more about both the opportunities and the obligations of being a schedule contractor. Vendors interested in doing business as schedule contractors also should check out the opportunities available using GSA’s virtual shopping mall, GSA Advantage at <http://www.gsaadvantage.gov>. GSA Advantage provides customers access to over 11 million products and services.

The Defense Logistics Agency’s (DLA’s) EMALL website at <https://dod-emall.dla.mil/acct/> provides information on how to be a supplier or vendor for DoD EMALL. EMALL is the DoD equivalent of a dot.com mega store. It allows the DoD customer to have internet access to over 12 million national stock number products and commercial items for purchase and delivery at Government negotiated prices. Buyers can use MILSTRIP or Government purchase card and have reconciliation power at their finger tips. DoD EMALL provides the transparency, velocity, and versatility that today's DoD buyers and suppliers demand.

8. Seek additional assistance, as needed, in the DoD marketplace.

There are several important resources available to assist you in the DoD marketplace:

- ***DoD Small Business Specialists*** are located at each DoD buying activity to provide assistance on how to market to the DoD. See <http://www.acq.osd.mil/osbp> and click on “Doing Business with DoD.”
- ***Procurement Technical Assistance Centers*** are located in most states and partially funded by DoD to provide small business concerns with information on how to do business with the DoD. See <http://www.dla.mil/db/procurem.htm> or <http://www.aptacus.org/new/>. They provide training and counseling on marketing, financial, and contracting issues at minimal or no cost.
- The ***DefenseLink website***: provides links to the homepages of every DoD activity. See <http://www.defenselink.mil>. This information can be invaluable in researching the DoD marketplace and identifying your target market.

9. Explore subcontracting opportunities

Regardless of your product or service, it is important to consider our very large secondary market. For example, refer to “Subcontracting Opportunities with DoD Prime Contractors” at http://www.acq.osd.mil/osbp/doing_business/index.htm. This website lists all major DoD prime contractors by state and provides a point of contact (Small Business Liaison Officer) within each firm. We encourage you to investigate potential opportunities with these firms. Many firms also have websites that may be useful, and we encourage you to consider contractor teaming arrangements.

The Small Business Administration’s SUB-Net (<http://web.sba.gov/subnet>) is a valuable source for obtaining information on subcontracting opportunities. Solicitations or notices are posted not only by prime contractors, but the SUB-Net is also used by other government, commercial, and educational entities.

10. Investigate other DoD programs.

There are several other programs that may be of interest to you, such as the DoD Mentor-Protégé Program, the Small Business Innovation Research Program, and the Historically Black Colleges and Universities and Minority Institutions Program. Information on these and other programs is available on the website of the DoD Office of Small Business Programs: <http://www.acq.osd.mil/osbp/>.

11. Familiarize yourself with the DoD's electronic invoicing capabilities

We encourage you to register with Wide Area Workflow (WAWF). This tool is DoD's primary system for the electronic processing of invoices and receiving reports. By submitting your invoices and receiving reports through the Web, Electronic Data Interchange (EDI), or File Transfer Protocol (FTP), they will be routed electronically, resulting in more efficient payments to you. More information on WAWF can be found at <https://wawf.eb.mil>.

12. Market your product or service well.

After you have identified your customers, researched their requirements, and familiarized yourself with DoD procurement regulations and strategies, it is time to market your product or service. The Federal Procurement Data System-Next Generation (FPDS-NG) at <https://www.fpds.gov> is the official web site for all federal procurement data and reports. This site requires registration for a user account and is free to the public. USASpending.gov at <http://www.usaspending.gov> also contains current DoD procurement data. This data can assist your marketing efforts. Present your capabilities directly to the DoD activities that buy your products or services. Realize that, like you, their time is valuable, but if the match is a good one, you can provide them with a cost-effective, quality solution to their requirements.

Good Luck!

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