

# DFARS Procedures, Guidance, and Information

## PGI 210—Market Research

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*(Revised December 30, 2022)*

### **PGI 210.002 Procedures.**

(e)(ii) Contracting officers are encouraged to retain information on potential offerors that express an interest in an acquisition, in order to solicit feedback in instances when only one offer is received on a competitive solicitation (see [PGI 215.371-2](#)).

(iii) Contracting officers should ensure that the contract file includes—

- (A) The methods used to conduct market research;
- (B) The timeframe in which market research was conducted;
- (C) The analysis of the capabilities of the potential sources that were identified during market research; and
- (D) Any conclusion(s) reached as a result of market research analysis.

### **PGI 210.070 Market research report guide for improving the tradecraft in services acquisition.**

The “Market Research Report Guide for Improving the Tradecraft in Services Acquisition” is designed to effect the collection and sharing of standardized market research information across the Department. The guide is available for download at [https://www.acq.osd.mil/asda/dpc/cp/policy/docs/sa/2017\\_Market\\_Research\\_Guide\\_\(Final\).pdf](https://www.acq.osd.mil/asda/dpc/cp/policy/docs/sa/2017_Market_Research_Guide_(Final).pdf).