

ENCLOSURE A - Sample Market Research Report (Services)

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Market Research Report for (Services/Program/Location)

Customer Organization: (Name, unit, branch, etc.)

Customer POC: (Name, title and contact information)

Estimated Value: (\$ value including all options)

1. Market Research Objectives. Enter narrative text.

Guidance: Include a description of what you hope to achieve from your market research. The following are examples of how market research benefits the Government, use as applicable and expand upon each one.

- *Increased competition.*
- *Increased small business participation.*
- *Refinement of the requirement in commercial/industry terms.*
- *Understanding of cost.*
- *Develop effective contract structure.*

2. Service Description. Enter narrative text.

Guidance: Include a description of the service to be addressed by this market research report. Respond to the following questions as applicable.

- *What is the service?*
- *What are the components or elements of the service?*
- *When does the service need to commence?*
- *What are the performance periods, including options?*
- *Where will the service be performed?*
- *Are there unique requirements?*
- *What other government agencies are buying the service?*
- *What current contract vehicles are available?*

For Training Purposes Only

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Controlled By: DoD Component
Controlled By: Office Creating Document
CUI Category: e.g. SP-SSEL
Distribution Statement or LDC: e.g. LDC
POC: Name/Phone of Document Preparer

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3. Background. Enter narrative text.

Guidance: Provide a short narrative describing the reason for the requirement (i.e. customer, mission, related factors, etc.). Explain the requirement's genesis, especially if it is new. For recurring requirements, include information related to previous contract(s) such as:

- *How long has the service been contracted? Provide pertinent details.*
- *Is prior market research available? Is it still relevant/what has changed?*
- *What past acquisition strategies were used?*
- *What past government work has been performed by potential suppliers?*
- *What past efforts have been taken to remove competitive barriers?*
- *Were there any problems encountered during past contract performance? If so, provide a discussion and any mitigation factors for the upcoming procurement.*
- *What are recurring obstacles to success?*
- *What changes have occurred in the market place (suppliers, trends, technologies)?*
- *What are the lessons learned/best practices?*

4. Performance Requirements. Enter narrative text.

Guidance points: Include a description of the performance requirements needed for the service to be successfully performed. Respond to the following questions as applicable.

- *List the critical performance requirements which the service must meet.*
- *Are the requirements military-unique or commercially available?*
- *If the requirement is not performance based, why not?*
- *How will the performance requirements be measured?*
- *How will this information affect the government's approach to quality control?*

5. Market Intelligence. Enter narrative text.

Guidance points: Provide details of the market for this type of requirement. Respond to the following as applicable.

- *Describe commercial practices common to this service.*
- *Describe applicable industry standards, regulations, trade journals, or process guides*
- *Identify standard industry terms and conditions offered to commercial customers.*

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- *How does industry sell the service; and are the requirements written in those terms?*
- *What is the maturity of the service?*
- *What is the supply chain?*
- *How are the services segmented?*
- *What is the market demand for the service?*
- *What is the market availability of the service?*
- *Describe the suppliers in the market.*
- *What is the Government's market share?*
- *What business, trade, legal or political developments may affect the market?*
- *How is pricing structured in the marketplace?*
- *What is the current market price for the industry (may include an assessment of available price data, price ranges, known pricing issues, or an explanation of price variations).*
- *Identify known environmental or safety regulations that affect the service being provided.*
- *Provide your assessment of the government's leverage in the marketplace, such as being the only buyer, making a minority of buys in the market, making the majority of buys, or being one buyer among many.*

6. Potential Vendor Information. Enter narrative text.

Guidance points: Provide a narrative describing the efforts to locate sources. Include details of potential vendors and all sources identified during the course of market research. Provide detailed contact with vendors:

- *How many were contacted?*
- *What information was learned?*
- *If sources were found, but excluded as a potential vendor, explain the rationale for excluding them.*
- *Build a table with the list of potential vendors.*
- *Identify name, location, POC, and assessment of capabilities.*

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Business Entity	Location/ Address	POC	Capability	Remarks
<i>Example: ABC, Inc.</i>	<i>123 Easy St. San Antonio TX</i>	<i>Joe Doe 210.123.4567</i>	<i>Can provide all required services. Four years experience. Surge capability. Very good past performance ratings.</i>	<i>8(a) contractor, graduates from program in May 2015.</i>
<i>Example: XYZ Corp</i>	<i>One Park Place Dallas TX</i>	<i>I. M. Dependable 817.965.4321</i>	<i>Incumbent. 10 years experience. Excellent ratings.</i>	<i>SDVOSB.</i>
<i>Continue with Additional Entries</i>				

7. Market Research Techniques Used. Enter narrative text.

Guidance points: Describe the various methods used to perform market research. Examples: Internet searches, contact with vendors, personal knowledge, etc. Attach any applicable backup documentation.

8. Conclusions and Recommendations. Enter narrative text.

Guidance points: Summarize the results of market research in a concise paragraph with key points from the effort described above and end with a recommendation for the acquisition strategy.

Sign here
Name
Title (COR, Program Manager, etc.)
Date Signed

Attachments:

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