
Tips for Small Businesses

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Small Business Snapshot

Major Programs:

- Small Business
- Small Disadvantaged Business
- 8(a) Business Development Program
- HUBZone
- Service Disabled Veteran Owned
- Women Owned Small Business

Marketing for Small Businesses

- Know the Government Agency that you are marketing to!
- Perform Market Research using:
 - - DoD website
 - - Fedbizopps to know the types of contracts have been awarded
- Attend Business Matchmaking events to meet with both Government and Large Business Representatives
- Work with your local SBA PCR representative

Additional Recommendations

- Register with Fedbizopps for all NAICS Codes to receive automatic messages
- Find out the types of certifications or clearances that are required and obtain them (i.e., ISO, Program Management, Secret Clearance)
- Maintain and update your profile in the Central Contractor Registration (CCR)
- Respond to Sources Sought announcements

Register In VetBiz.gov

- Used to Notify Veterans in Business About Available Help Resources
- Inform Federal Agencies of SDVOSB Products, Services and Contact Information
- Links with CCR
- The Owner validates Vet Status, SB Size & 51% Question
- Sends FedBizOpps Notices and VA Forecast Postings to Listed Firms

The Rules

- Small Business Offerors should read Part 19 of the Federal Acquisition Regulation (FAR)
- Small Business Offerors should read Part 219 of the Defense Federal Acquisition Regulation Supplement (DFARS)

Request for Proposal (RFP)

- Attend pre-bidders conference.
- Know how much time and money you are investing in your bid and proposal process, as well as, your networking and marketing.
- Carefully review the entire sections of the solicitation and respond completely to all of Section L (Instructions to Offerors) of the solicitation.
- Believe Section M (Evaluation Factors for Award) of the solicitation. Cost is NOT the most important factor in all cases.

Request for Proposal (RFP) cont.

- Don't submit your own terms and conditions which may conflict with those in the RFP.
- Carefully watch for amendments posted after the RFP is issued and be sure to acknowledge receipt of them in the proposal.
- Ask questions early and in writing to the Contracting Officer (CO) if you don't understand something, and carefully read the answers to your and other's questions.
- If the RFP says the Government intends to award without discussions, believe it, and provide your best offer up front.

Proposal Submission

- Submit your proposal prior to the deadline.
- Make sure your proposal is reviewed internally and/or externally prior to submission.
- Ensure your proposal strategy is well planned and supported by all levels of your company and any teaming partners prior to submission.
- Request a debriefing if you are unsuccessful in receiving an award.

Past Performance

- Ensure that experience is listed in the section and format provided.
- Don't just state that you have some capability or have performed some similar task in the past. Be specific by describing your processes and procedures.
- Clearly demonstrate your corporate experience to perform tasks similar to those required in the solicitation.

Small Business Contractors Philadelphia

- EHS Technologies
- Gryphon
- La Playa Inc. of Virginia
- Lloyd Lamont Design
- NAG LLC
- Reliability & Performance Tech
- Romulus Limited Liability Company
- Treadwell Corporation