***Market Research Worksheet***

***Instructions:*** Provide the completed Market Research Worksheet and associated documentation as required in paragraph 3 below to the contracting office with your Acquisition Requirements Package.

1. Has the requirement been purchased by the Department of Veterans Affairs (VA) previously? (Check the appropriate block.)

a. [ ]  Yes [ ]  No [ ]  Do not know

b. If you answered yes above, provide the following information, if known:

1. List contract number and name of the contractor currently performing the requirement. Indicate if there is an unexercised option under the current contract.

|  |  |
| --- | --- |
| Contract Number: |  |
| Name of Contractor: |  |
| Remaining Options: |  |

1. List contract numbers and names of contractors who have previously performed the requirement.

|  |  |
| --- | --- |
| Contract Number(s): |  |
| Name of Contractor(s): |  |

1. If you are aware of existing contractual vehicles that can be utilized for the requirement, list applicable contracts and their contract numbers (e.g., NASA SEWP, VETS GWAC, General Services Administration (GSA) Contract (indicate contract number or Schedule Number/Description, e.g. Schedule 70), Blanket Purchase Agreements.

|  |  |
| --- | --- |
| Contract Vehicle: |  |
| Contract Number: |  |

1. In the space below, describe the Government's requirement(s) in terms sufficient to allow conduct of market research.

|  |  |
| --- | --- |
| Statement of Need: |  |

1. Document actions you took to conduct market research, information obtained, and the proposed acquisition strategy to include the information described below:
2. Name, title, organization, and contact information of the individual(s) conducting market research:
3. Date(s) market research conducted:
4. Companies/organizations contacted as part of your market research (including names, titles, and contact information):
5. Technique(s) used to conduct market research (e.g., review of product catalogs, database queries, NASA SEWP Manufacturer Look-Up):
6. If applicable, list questions used in your market research:
7. Summary of information obtained from market research including (as applicable):
8. **Product/Service Data-**Product/Service data is information describing the range of products and services in the market that may meet the VA’s requirement. This includes whether there are commercial products/services available in the market to meet the Government’s needs and performance and interface characteristics of products in the market:
9. **Supplier Capability-**Supplier capability includes the number of suppliers in the market (their business size and socio-economic status) and production capacity. The following web sites can assist you in determining business size and socio-economic status of sources found: <http://www.sba.gov/size/> and <http://www.bpn.gov/CCRINQ/scripts/search.asp>):
10. **Test Data-**Data to validate suppliers’ claims regarding product performance:
11. **Business Practices-**Business practices include information on factors affecting how products are sold or distributed in the market:
12. **References and validation data**-In order to verify the information provided by potential sources, contact references to verify the information submitted by the supplier and to obtain other users’ views on how the item performs or on the quality of the service provided:
13. Conclusions based on market research information obtained. Include whether commercial products or services are available to meet the Government’s requirements; whether commercial practices to customize or modify products or tailor services are available to meet customer needs; desirable product/service attributes available in the marketplace; number of potential capable sources that can provide the required products or services and their business size and socio-economic status; market conditions; terms such as warranty and discounting; support capabilities of suppliers; and other considerations as applicable:
14. **Bundling** means consolidating two or more requirements for supplies or services previously provided or performed under separate smaller contracts, into a solicitation for a single contract that is likely to be unsuitable for award to a small business concern. Provide supporting documentation, if your market research indicates that a bundled contract is in the best interest of the Government and the contract is not likely to be awarded to a small business concern. Acquisition strategies that include bundling require extensive approvals and should be coordinated with the Contracting Officer as soon as possible:
15. Identify individual(s), who completed the Market Research Worksheet:

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ E-Mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Office: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date Worksheet Completed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_