How Small Businesses Can Gain Access to Aerospace Prime Contractors

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Socio-Economic Business Program
Who is Northrop Grumman?
Northrop Grumman Today

- $30 billion sales in 2004
- $60 billion total backlog
- 125,000 people, 50 states, 25 countries
- Third largest U.S. defense contractor
- Leading capabilities in:
  - Systems integration
  - C4ISR and battle management
  - Information technology and networks
  - Defense electronics
  - Naval shipbuilding
  - Space and missile defense

Focus on Performance
## Leadership In Key Business Areas

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- Leadership in Key Business Areas

- Electronic Systems
  - Airborne Radars
  - C4ISR
  - Electronic Warfare
  - Navigation & Guidance
  - Military Space
  - Homeland Security

- Information Technology
  - C4ISR
  - Government IT Infrastructure
  - Science & Technology
  - Information Security/ Assurance
  - Enterprise Solutions
  - Homeland Security

- Integrated Systems
  - Tactical Aircraft
  - Long Range
  - Unmanned
  - Airborne Early Warning & Surveillance
  - Air-to-Ground Surveillance
  - Airborne Jamming

- Ship Systems/ Newport News
  - Naval Systems Integrator
  - Aircraft Carriers
  - Attack Submarines
  - Surface Combatants
  - Amphibious Assault Ships
  - Auxiliary Ships

- Mission Systems
  - Command, Control and Intelligence
  - Digitized Battlefield
  - ICBM Sys. Mgmt.
  - Missile Defense BMC³
  - Defense/Civil Software Application Dev.
  - Information Warfare

- Space Technology
  - Intelligence, Surveillance, Reconnaissance
  - Laser Weapons
  - Military SATCOM
  - Scientific Satellites
  - Military Avionics
  - Advanced Technologies
Balanced, Diversified Portfolio by Sector

2004 Revenues $29.9B
Balanced, Diversified Portfolio by Customer

2004 Revenues $29.9B
Key Recent Corporate-Wide Wins

- J-UCAS
- BMC2
- NATO AGS
- NETCENTS
- Prometheus / JIMO
- Restricted programs
- Command Post Platform
How to Gain Access to Aerospace Prime Contractors

1. How do you select the right company to solicit for business?

2. How do you get to the right person to sell your idea or product?

3. What kind of presentation should you make?

4. How do you prepare for your initial presentation?

5. How should you follow-up after the presentation?

6. What can you do to position your company to receive new subcontracting opportunities.
How do you select the right company to market?

- Look for a company that has specific technical skills, processes, or manufacturing capabilities that complement your small business.
  - Look at the company’s website for current contracts and customers.
  - Determine how your company can add technical value to enhance what the Prime is doing.
  - Make a case of why your company should be used over other companies.
  - Have proven evidence of what your company can bring to the table.
How do you get to the right person to sell your idea or product?

- Find out who the people are from Marketing or Technology Development and SBLO, etc.
- Do your homework prior to approaching the company.
- Request meeting with SBLO to provide current relevant data pertaining to your company.
- Request capability briefing to Business/Technology Development personnel.
What kind of briefing should you make?

- Briefing should not be general; it should specifically apply to the company you are soliciting subcontracts.
- Be specific as to what you can do.
- Emphasize how your company brings added value to the Prime.
- Outline areas in which your company may act as discriminator from other companies.
- Be cognizant of time and schedule; do not prolong briefing past the time set, unless requested to do so by the Prime corporation.
How do you prepare for your initial technical briefing?

• Research information about the company, find out as much as possible about the company
  — Active Programs
  — Proposal Outstanding
  — Teaming Arrangements
  — Partnerships
  — Mentor/Protégé Participation
  — Customers
  — Main Product Line
How should you follow-up after the briefing?

• Provide the corporation a market assessment matrix
  — How best to work together (business plan)
  — Enter the market together
  — Penetrate new market together
  — How your company will create a competition differentiation(?)
  — How you may target and capture new markets, maybe Small Business Set-Aside Contracts, SBIR, etc.
What can you do to position your company to receive new subcontracting opportunities?

- Develop strategic alliances with other small businesses
  - Teaming arrangements
  - Partnerships
- Participate in small business workshops and seminars
- Obtain necessary certifications i.e, SDB, HUBZone, etc.
- Register in CCR (Pro-Net) @ [www.ccr.gov](http://www.ccr.gov)
- Participate in Mentor-Protégé Program