How To Market Your Business

- Identify Your Product or Service
- Register Your Business
- Identify Current Procurement Opportunities
- Familiarize Yourself with Contracting Procedures
- Investigate Federal Supply Schedule (FSS) Contracts
- Seek Additional Assistance as Needed
- Explore Sub-contracting Opportunities
- Investigate Small-Business Programs
- Market Your Firm Well
Identify Your Product or Service

• Federal Supply Classification Code (FSC) & Product Service Code (PSC)

• North American Industry Classification System (NAICS)
  – [www.census.gov/naics](http://www.census.gov/naics)
Identify Your Product or Service

Search by Federal Supply Group (FSG)
Enter the 2 position FSG:  
Submit  Reset

Search by Federal Supply Class (FSC)
Enter the 4 Position FSC:  
Submit  Reset

Word Search
Enter at least 1 position (Search is case sensitive)
Submit  Reset
Identify Your Product or Service

North American Industry Classification System (NAICS)

The North American Industry Classification System (NAICS) has replaced the U.S. Standard Industrial Classification (SIC) system. NAICS will reshape the way we view our changing economy.

NAICS was developed jointly by the U.S., Canada, and Mexico to provide new comparability in statistics about business activity across North America.

NAICS 2002 included substantial revisions from NAICS 1997 within the Construction and Wholesale Trade sectors, and a number of revisions for the Retail and Information sectors. NAICS 2002 was implemented in the 2002 Economic Census.

A new North American Product Classification System (NAPCS) is presently under development, with initial focus on products of service industries. (NAPCS will focus on manufacturing products at a later date, for existing census codes, see the Numerical List.)

The official 2002 US NAICS Manual, North American Industry Classification System—United States, 2002 includes definitions for each industry, tables showing correspondence between 2002 NAICS and 1997 NAICS for codes that changed, and a comprehensive index—features also available on this website. To order the 1400-page 2002 Manual, in print, call NTIS at (800) 553-6847 or (703) 605-6000, or check the NTIS website. The 1250-page 1997 Manual, showing correspondence between 1997 NAICS and 1987 SIC, is also available. The 2002 and 1997 versions of NAICS are available on CD-ROMs, which can be ordered at NTIS.

Also available at this site are lists of 2002 NAICS codes (with links to definitions), 1997 NAICS codes, tables showing correspondence between NAICS 97 and SIC, tables showing correspondence between NAICS 97 and NAICS 02, and other files for downloading.
Register Your Business

• Obtain Data Universal Numbering Systems (DUNS)
  – www.dnb.com/us

• Obtain Commercial and Government Entity (CAGE) Code
  – www.dlis.dla.mil/CAGESearch

• Register in the DoD Central Contractor Registration (CCR) System
  – www.ccr.gov
Register Your Business

• Register with Wide Area Workflow
  – https://wawf.eb.mil

  – ***Remember You Must Obtain a Taxpayer Identification Number (TIN) http://www.irs.ustreas.gov
Identify Current & Future Procurement Opportunities

- Register with ORCA
  - https://orca.bpn.gov
Identify Current & Future Procurement Opportunities

- www.fedbizopps.gov
Familiarize Yourself with Federal and DoD Contracting Procedures

Familiarize Yourself With SBA Resources

• Register in SBA Procurement Marketing and Access Network
• Investigate Other SBA Resources & Small Business Programs
  – www.sba.gov

• Federal Acquisition Regulation (FAR)

• Defense Federal Acquisition Regulation Supplement (DFARS)

And Agency Specific Supplement Guide
  http://www.regulations.gov
Investigate Federal Supply Schedules (FSS)

• Federal Supply Schedules (FSS)

• Government-wide Commercial Purchase Card (GCPC)
  – www.fss.gsa.gov/services/gsa-smartpay
Seek Additional Assistance as needed in the Marketplace

• Federal/DOD Business Opportunities
  – www.dodbusopps.com
  – www.fedbizopps.gov
  – www.womenbiz.com

• Procurement Technical Assistance Centers
  – www.sellingtothegovernment.net/ptac_map.asp
Explore Sub-contracting Opportunities

Subcontracting Resources


– http://web.sba.gov/subnet

– www.sba.gov/GC/sbsd.html
Investigate Other DoD Small Business Programs

- Small Business Innovation Research (SBIR)
- Women-owned Small Business Program
- Historically Black Colleges and Universities/Minority Institutions Program
- Native American Incentives
  - [www.acq.osd.mil/sadbu](http://www.acq.osd.mil/sadbu)
MARKET YOUR FIRM WELL

- Identified the Customer
- Researched the requirement
- Became familiarized with procurement strategies
- Seek the Small Business Representative
- NOW, Present the Company’s Capabilities!!!
Doing Business With The Government

QUESTIONS
OR
COMMENTS

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