



Marine Corps Systems Command (MCSC) AD Presentation to the MCSC & PEO-LS Advanced Planning Briefing to Industry (APBI) April 6 & 7, 2010

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(MCSC OSBP)**





MCSC OSBP TAG LINE

**“Supporting the Warfighting Marine
Utilizing Small Business Concerns”**





PURPOSE OF THE MCSC SB PROGRAM



- Requirement of U.S.C., CFR and FAR Part 19; “allow small businesses a fair opportunity to participate in the Federal Procurement Process”
- Provide small business concerns the opportunity to market their products and services to the MCSC PG’s and PM’s to support the Warfighter





WHY SMALL BUSINESS



- Increase the Industrial Base
- Small Business =
 - Technology
 - Innovation
 - Flexibility
 - Unique Skills
 - Reduced Costs





MCSC MISSION



- **To serve as the Commandant's principal agent for acquisition and sustainment of systems and equipment used by the Operating Forces to accomplish their Warfighting mission**





MCSC OSBP MISSION



- **To support the Commandant's mission of supporting the warfighter while ensuring that the Command maintains a successful Small Business Program by providing opportunities for Small Business Concerns to assist the MCSC meet it warfighting missions**





MCSC VISION



Leader in Equipping the Warfighter to Win.

Provide quality systems and equipment to the USMC Operating Forces.

Expertly manage the systems and equipment over their entire lifecycle.





MCSC VISION CONTINUED



High performing, team-based, learning organization working in a professional environment.

Employ highly effective, streamlined, and innovative business processes.





MCSC OSBP VISION



- **To create an environment that encourages the utilization of small businesses expertise and innovation within the Command to support the warfighting missions**





SMALL BUSINESS FACTS



- Over half of all workers in the U.S. are employed by small businesses.
- Small businesses can quickly respond to special customer requests and changing customer needs.
- By supporting small business you support innovation and competition, and you reward the entrepreneurial spirit and “can do” culture that have helped build the economy of our great nation.





SMALL BUSINESS FACTS, CONTINUED



The Small Business Program includes the Service Disabled Veteran Owned Small Business (SDVOSB) Program

Veterans with disabilities

- Of the 22.4 million veterans nationwide, 15.1 percent, or almost 3.4 million, reported a service-connected disability rating.
- 41.5 percent had a rating of 10 or 20 percent and 17.4 percent had a rating of 70 percent or higher.

Source: American Community Survey.





MCSC SMALL BUSINESS SUCCESSES





RECENT SMALL BUSINESS SUCCESSES



**MCSC awarded the 2006 DoN Secretary's
Cup for its small business achievement in
FY 06**

**MCSC awarded the 2008 DoN Secretary's
Cup for its small business achievement in
FY 08**





FY 09 ACHIEVEMENT



Small Business Category	Target	FY 09 Achievement	FY 08 Achievement
Small Business	10.00%	23.52%	8.32%
SDB	2.07%	6.05%	2.07%
8(a)	2.07%	4.29%	2.07%
VOSB	0.00%	3.15%	2.90%
SDVOSB	3.00%	0.53%	0.37%
WOSB	1.23%	3.79%	1.30%
HUBZone	0.740%	6.37%	0.880%





Small Business Statistics

1 October 2008 through 30 September 2009

MCSC



Total Small Business Eligible Actions - 6,378
Total Small Business Eligible Dollars - \$5,925,448,123

Small Business Category	Actions	Dollars	Percent	Target
Small Business	2,750	\$1,393,821,913	23.52%	10.0%
SDB *	1,195	\$612,392,972	10.33%	2.07%
VOSB	555	\$186,686,796	3.15%	0.0%
SDVOSB	187	\$31,669,594	0.53%	3.0%
WOSB	454	\$224,593,893	3.79%	1.23%
HUBZone	257	\$377,483,596	6.37%	0.74%

* 8(a) totals included with the SDB data.

MCSC MAJOR SITES

Small Business Prime Contracts

FY 08 Total = \$989.4M

FY 09 Total = \$1.385B



MCTSSAA

*Camp
Pendleton, CA*



HQ MCSC

Quantico



MCSC

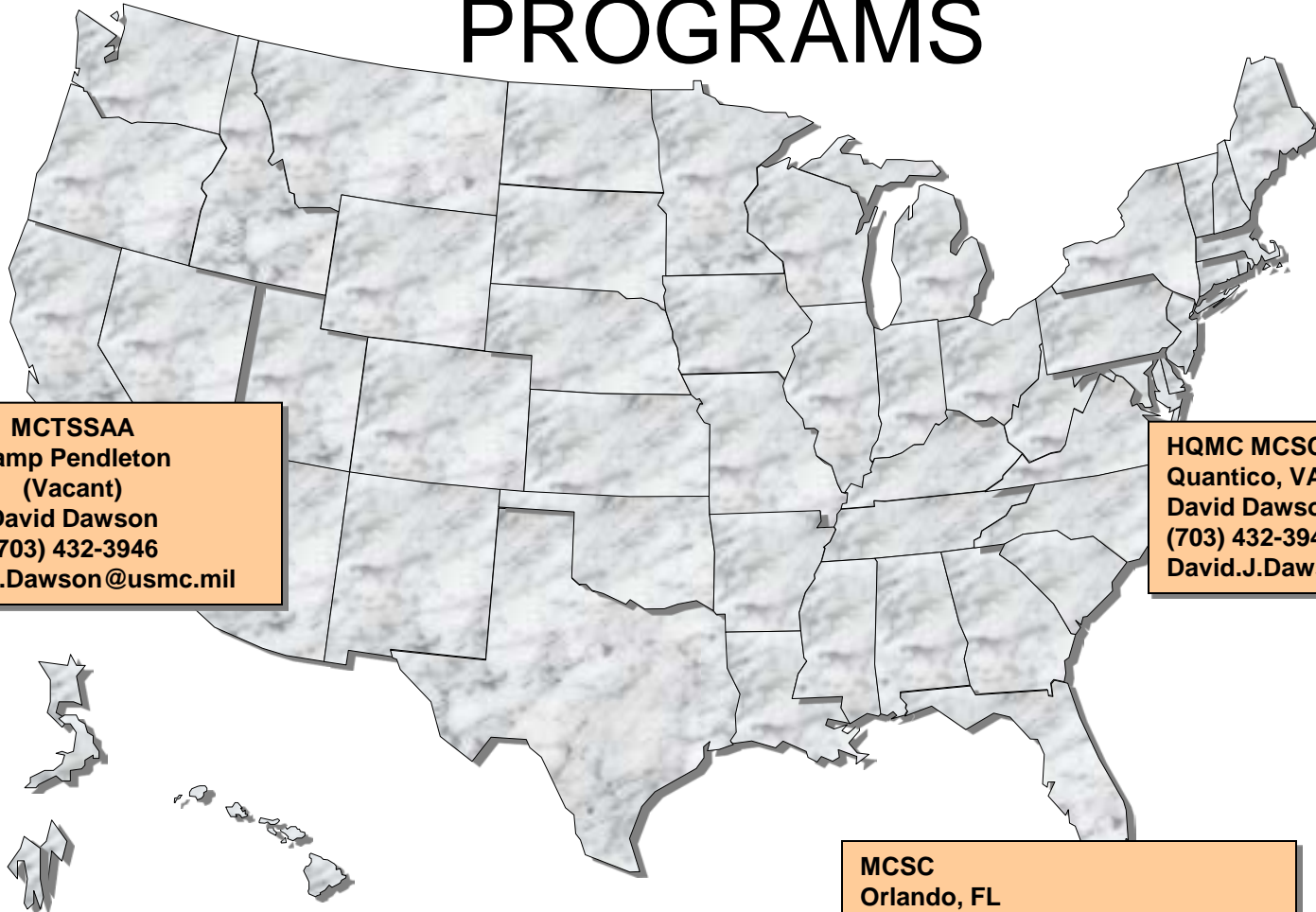
Orlando, FL

How much does each location procure?

- **HQ MCSC** **\$5.9B**
- **MCSC Orlando** **(Included in Quantico)**
- **MCTSSAA** **\$12M**



MCSC OFFICE OF SMALL BUSINESS PROGRAMS



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TOP TEN NAICS CODES



6 digit NAICS Code (Description)	Total Actions	% Total Actions	Total Dollars
336992 (MILITARY ARMORED VEHICLE, TANK, AND TANK COMPONENT MANUFACTURING)	788	12.4173%	\$2,412,547,100.44
541330 (ENGINEERING SERVICES)	692	10.9045%	\$333,534,631.22
541611 (ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES)	572	9.0136%	\$259,429,192.93
336111 (AUTOMOBILE MANUFACTURING)	114	1.7964%	\$222,544,953.90
332993 (AMMUNITION (EXCEPT SMALL ARMS) MANUFACTURING)	111	1.7491%	\$213,089,949.54
315299 (ALL OTHER CUT AND SEW APPAREL MANUFACTURING)	28	0.4412%	\$211,043,789.97
333314 (OPTICAL INSTRUMENT AND LENS MANUFACTURING)	120	1.8910%	\$157,497,773.56
334511 (SEARCH, DETECTION, NAVIGATION, GUIDANCE, AERONAUTICAL, AND NAUTICAL SYSTEM AND INSTRUMENT MANUFACTURING)	169	2.6631%	\$137,183,904.30
541519 (OTHER COMPUTER RELATED SERVICES)	236	3.7189%	\$120,732,169.47
334119 (OTHER COMPUTER PERIPHERAL EQUIPMENT MANUFACTURING)	63	0.9928%	\$117,761,724.49



SBIR PROGRAM



Mr. Paul Lambert

SBIR Program Manager

http://www.marcorsyscom.usmc.mil/sites/tto/sbir/SBIR_Home.htm

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RECOMMENDATIONS



- **HOMework / MARKET RESEARCH**
 - **FPDS-NG**
 - **FFATA**
- **NECO AND FEDBIZOPPS**
 - **NAICS CODES & KEY WORDS**





RECOMMENDATIONS



- **WAWF REGISTRATION**
- **CCR REGISTRATION**
- **COMPLETE AND ACCURATE ORCA**





RECOMMENDATIONS



- **MENTOR PROTÉGÉ PROGRAMS**
- **CONSIDER TEAMING RELATIONSHIPS**





RECOMMENDATIONS



- **REQUEST DEBRIEFINGS**
 - **FAR 15.506**
- **MARKET UNIQUE SKILLS & ABILITIES**





RECOMMENDATIONS



- **PTAP / PTAC**
- **SBA & PROCUREMENT CENTER REPRESENTATIVES**





RECOMMENDATIONS



- **SBA LOAN PROGRAMS**
- **FAR / DFAR TRAINING COURSES**
- **SOURCES SOUGHT / RFI**





RECOMMENDATIONS



Contract Vehicles

1. CEOss / ACSS

<http://www.marcorsyscom.usmc.mil/sites/acss/>

2. *SeaPort-e*

<http://www.seaport.navy.mil/default.aspx>

3. GSA Schedule Contracts

4. GWAC / DWAC



RECOMMENDATIONS FOR SUCCESS

Study your potential customers

Engage Small Business Specialists (SBS) as your allies, not your adversaries

Measure yourself against your peers; consider teaming

Perform, Perform, Perform. Outstanding Performance is the key to success. Don't make excuses.

Evaluate the market

Respond in a timely manner

Focus on your capabilities and solutions, not your small business size status

Intest in yourself; get professional certifications, training, acquisition training, etc.

SEMPER FI!



CONTACT INFORMATION



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CONCLUSION



This event is for you, make sure that you are marketing your unique skills and abilities to the Product Groups and Independent PM's.





QUESTIONS?



QUESTIONS?

