Missed Opportunities

Pre-Solicitation Phase

• Contractor has not accessed the SBA website for the available programs (small business planner), tools (monthly chat events, electronic newsletters, podcasts and a myriad of business resources), and services (financial assistance, contract opportunities, disaster assistance, on-line training, etc.)
  
  http://www.sba.gov/

• Contractor is unfamiliar with the Federal Business Opportunity (FedBizOps) webpage where buyers may post and vendors may search, monitor and retrieve Federal contracting opportunities
  
  https://www.fbo.gov/
  
  – Unaware of Government requirement
  – Does not attend any industry day, or pre-solicitation or pre-proposal conferences
  – Vendor asks questions too late for the Government to respond prior to proposal closing date.

• Contractor is not registered in Central Contractor Registration (CCR)
  
  http://www.ccr.gov/
Step 1: Early Requirement Analysis

- Access & register in FedBizOps
  - “Favorites” and “Watch List” features
- Pre-Solicitation Notices
  - Identify the supply or service?
  - What is the acquisition strategy?
    - Type of Contract (FAR 16)
    - Acquisition of Commercial Items (FAR 12), Simplified Acquisition Procedures (FAR 13), Sealed Bidding (FAR 14), Contracting by Negotiation (FAR 15), Small Business Set-Asides (FAR 19.5)
  - Delivery Requirements
  - Industry Day/Pre-Solicitation or Pre-Proposal Conferences/Qualification Requirements
  - Opening/Closing Date
Missed Opportunities

Solicitation Review Phase

• Failure to follow the instructions
  – Proposal is untimely and/or not in the correct medium
  – Proposal contains extraneous information and/or fails to include the requested information
  – Proposal is incomplete, whereas “fill-ins” representations, certifications, matrices are incomplete, especially in identifying Government Rights to Technical Data (DFAR 252.227-7017)

• Questions asked relatively close to the proposal due date run the risk of answers not being provided before the closing time.
Step 2: Solicitation Review

• I - The Schedule: A – H
  – A: Solicitation/Contract Form
  – B: Supplies or services and prices/costs
  – C: Description/specifications/statement of work
  – D: Packaging and marking
  – E: Inspection and acceptance
  – F: Deliveries or performance
  – G: Contract Administration Data
  – H: Special contract requirements

• II - Contract Clauses: I

• III - List of Documents, Exhibits & Other Attachments: J

• IV - Representations and Instructions: K, L & M
Missed Opportunities

Submittal Phase

- Failure to recognize and understand the factors and weightings, Preliminary Evaluations and/or Go/No-go criteria

- Technical Area
  - Product samples submitted are not representative of the proposed system, do not work, or have missing pieces/parts
  - Inconsistencies in the Proposal’s Technical approach and Pricing proposal; Alternative proposals are incomplete, whereas they fail to provide a thorough technical discussion and the associated pricing
  - Proposal fails to discuss product/service in sufficient detail to demonstrate compliance with the Government’s requirement
    - Proposal parrots the Government specification or indicates meeting the Governments requirement
    - Proposal does not include test data to support assertions

Past Performance Area

- Contractors fail to sufficiently provide the required information and often provide inaccurate data
Missed Opportunities

Submittal Phase (cont)

• Pricing Area
  – Proposal fails to provide the supporting documentation for Pricing Area (Commercial Price List, Stepladder pricing anomalies, inflation, escalation, CDRLs, discount terms, etc.)

• Offeror fails to keep abreast of FedBizOps for amendments to the solicitation.
  – Changes in the specification, proposal instructions, evaluation criteria, proposal due date
Step 3: Identify the Source Selection Process & Technique

- Basis for Award (Section M/FAR 52.212-2)
- Evaluation Criteria (Section M/FAR 52.212-2)
  - Evaluation Factors and significant subfactors (FAR 15.304)
Step 3 - Basis for Award

• Lowest cost/price acceptable proposal

• Best Value
  – Any basis for award which states that factors in addition to cost/price will be considered in some relative order of importance to determine the winning proposal.
  – Allows the government the discretion to determine which proposal offers the best chance of successfully meeting the requirement
  – Trade-off process (FAR 15.101-1): Technical, Past Performance, Cost/Price factors
Step 3 - Evaluation Criteria

TECHNICAL *(Area)*
- Product Samples *(Factor)*
  - Test Results *(Subfactor)*
  - User Assessment *(Subfactor)*
  - Specifications *(Subfactor)*
- Technical Approach *(Factor)*
  - Specification Thresholds/Objectives *(Subfactor)*

Management *(Factor)*
- Quality Assurance *(Subfactor)*
- Subcontracting *(Subfactor)*
- Facilities *(Subfactor)*

PAST PERFORMANCE *(Area)*

PRICE *(Area)*

This information will be placed in Section M or Clause 52.212-2 of the RFP. Relative weights and Criteria will be explained.
Step 4: Follow the instructions and submit the required material

Instructions to Offerors

Identifies for offerors what they are required to submit

Section L

or

FAR 52.212-1

Evaluation Criteria

Identifies to offerors how the Government is going to evaluate what we have asked offerors to submit

Section M

or

FAR 52.212-2
Analysis checklist

• Early Requirement Analysis

• Thorough Solicitation Review

• Identify the Source Selection Process & Techniques

• Follow the Instructions and Submit the Required Material
Questions