**MARKET RESEARCH REPORT**

**For**

***[Title of Requirement]***

1. **Requirement Information**

Program Office & other stakeholders involved in Market Research effort:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Title** | **Office** | **Telephone** | **Role** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

* **Time frame in which the market research was conducted:** *[Month / Year]*
* **Estimated Value:** *$0.00*
* **Period of Performance(s):** 
  + **Base Period:** *[start date – end date]*
  + **Option One:** *[start date – end date]*
  + **Option Two:** *[start date – end date]*
  + **Option Three:** *[start date – end date]*
  + **Option Four:** *[start date – end date]*

**A. Procurement History**

*[Provide a brief description of the requirement’s history/background. Include current and/or previous contract numbers, company names, etc.]*

**B. Requirement Description**

*[Provide a brief description of the requirement]*

1. **Market Research**
2. **Authority**

Market research is required in accordance with:

FAR 7.102, Acquisition Planning Policy

FAR 7.103(u)(1) and (2), Agency-Head Responsibilities

FAR 10.001, Market Research Policy

FAR 19.202-2, Locating Small Business Sources

DFARS 210.001, Market Research Policy

1. **Market Research Techniques and Sources**

|  |  |  |
| --- | --- | --- |
| * **If**   **part of research** | **SOURCES USED IN MARKET RESEARCH** | **Details of Research/Comments** |
|  | Acquisition history reviewed |  |
|  | Other recent market research reviewed |  |
|  | Interviewed knowledgeable individuals in industry/Government |  |
|  | Participated/Attended Tradeshows and Industry Conferences |  |
|  | Professional Journals, Catalog and/or Product Literature reviewed |  |
|  | Participated in DoD Small Business Industry Outreach Sessions |  |
|  | Reviewed existing DoD Multiple-Award Contract Vehicles and Other Government-Wide Acquisition Contracts (GWACs) |  |
|  | Sources Sought/Requests for Information (RFI) |  |
|  | Pre-solicitation and/or Pre-Proposal Conferences |  |
|  | Existing intra-/inter-agency contract vehicles; Interagency Contract Directory (ICD) at: <https://www.contractdirectory.gov/contractdirectory> |  |
|  | Federal Supply Schedules  <http://www.gsa.gov/schedules> |  |
|  | System for Award Management (SAM) Search at:  <https://www.sam.gov/portal/public/SAM/> |  |
|  | SBA Dynamic Small Business Database at: <http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm> in accordance with DARS 210.001 |  |
| * **If**   **part of research** | **PRIORITY SOURCES REVIEWED**  **IAW FAR** | **Details of Research/Comments** |
|  | Federal Prison Industries <http://www.unicor.gov/> |  |
|  | Procurement List maintained by the Committee for Purchase from People who are Blind or Severely Disabled (AbilityOne)  <http://www.abilityone.gov/index.html> |  |

1. **Discuss the results of any Sources Sought/RFI data obtained.**

*[if applicable]*

1. **Description of the Commercial Marketplace and Prevalent Business Practices**

*[Description]*

1. **Consideration of Small Business Opportunities**

*[Description]*

1. **Identify Sources Able to fulfill the Requirement**

|  |  |  |
| --- | --- | --- |
| **Vendor Name/Cage Code** | **Business Category** | **Vehicles Available** |
|  |  |  |

1. **Market Analysis Summary**

*[Summarize findings and conclusions]*

**Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***[Name], Requiring Activity (PM/COR)***

1. **Contracting Officer’s Review and Summarization of the Independent Market Research**

*[Contracting Office to fill out]*

1. **Conclusion and Recommended Procurement Method**

*[Contracting Office to fill out]*

­­­­­­ **Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***[Name], Contracting Officer***