

Building a Strategic Relationship

with the

U.S. Department of Commerce

2011

Commerce Mission

“The Department of Commerce and its component bureaus create the conditions for economic growth and opportunity by promoting innovation, entrepreneurship, competitiveness and stewardship.”

Strategic Goals

Goal 1:

Maximize U.S. competitiveness and enable economic growth for American industries, workers and consumers (ITA, EDA, ESA, BEA, Census, BIS, and MBDA).

Goal 2:

Promote U.S. innovation and industrial competitiveness (NIST, NTIS, USPTO, and NTIA).

Goal 3:

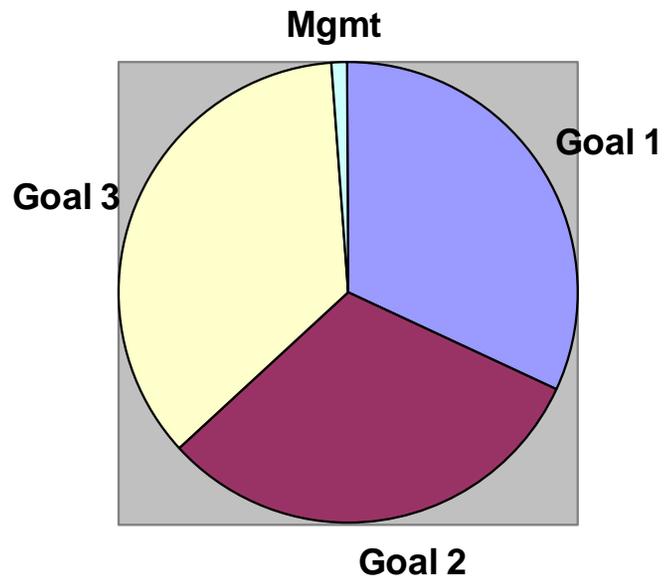
Promote environmental stewardship (NOAA).

Management Integration Goal:

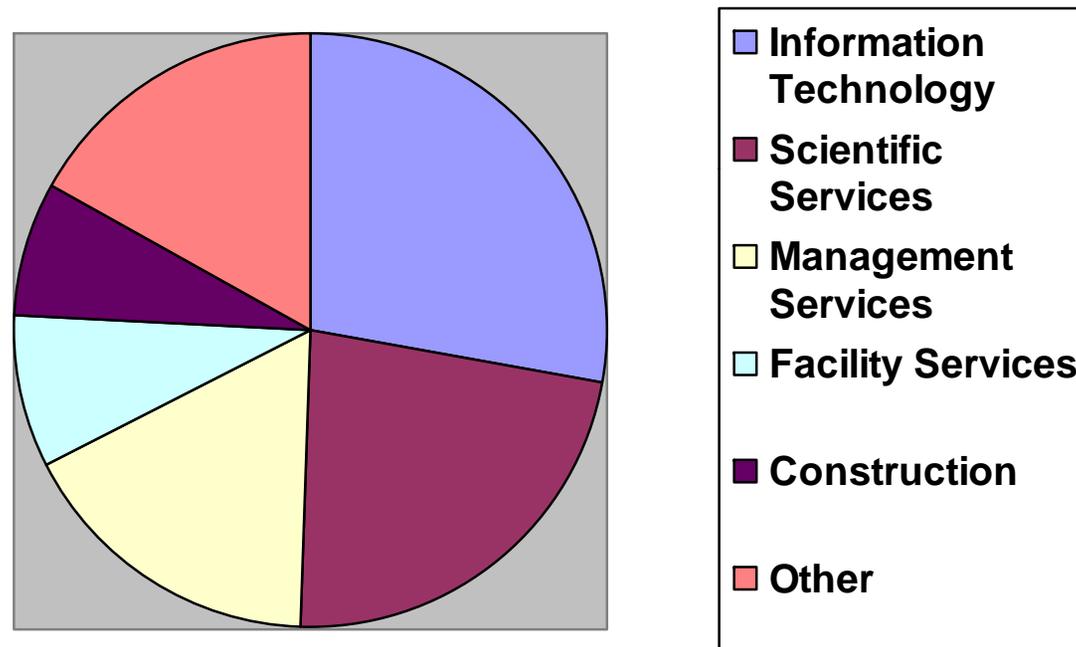
Achieve organizational and management excellence (Departmental Management (DM) and OIG).

Funding by Strategic Goal

Goal 1	Goal 2	Goal 3	Departmental Management
32%	31%	36%	1%



What Commerce Buys



Vendors can review Commerce's spending history by visiting the Federal Procurement Data System (FPDS) at <https://www.fpds.gov>.

Conduct Customer Research

Vendors can learn about Commerce's programs and procurement needs by analyzing information on our website: www.commerce.gov

- Strategic Plan for the period FY 2007-2012
- FY 2010 Performance and Accountability Report
- FY 2011 Budget Information
- Information Technology Capital Asset Plan and Business Case Summaries (Exhibit 300s)
- Inspector General Reports

Customer Research - Continued

Vendors can identify potential contract opportunities in the acquisition planning and market research phase by accessing:

- Federal Business Opportunities (FBO):
<http://www.fedbizopps.gov/>
- Forecast of Contracting Opportunities:
<http://www.commerce.gov/osdbu/>
- Federal Procurement Data System (FPDS)
<https://www.fpds.gov/>

Be Prepared To Do Business

(Vendors must take steps to ensure that their first contact with Commerce is a positive experience)

- Modify corporate capability statement to be relevant to Commerce, the bureau, program, or potential procurement need.
- Ensure brochures and other types of marketing material are updated and relevant to the federal sector. (Don't assume that federal application of commercial products and services is obvious).
- Ensure website is easy to navigate and contains useful information about service and product offerings.

Be Prepared To Do Business – Cont.

Vendors must be registered in the Central Contractor Registration: www.ccr.gov

- Complete all socio-economic data fields (optional and mandatory).
- Identify the industries by NAICS codes where you do business.
- Complete “key word” data field (aids agencies in narrowing search perimeters)
- Ensure that your CCR profile remains up-to-date and consistent with ORCA record.

Be Prepared To Do Business – Cont.

- Complete the Online Representations and Certifications Application (ORCA).

<http://orca.bpn.gov>

Market Your Firm To Commerce (Cultivate Prospective Customers)

Contact the Bureau Small Business Specialists

- Be prepared discuss programs, projects, or potential procurement requirements.
- Bring extra copies of corporate capability statements.
- Don't hesitate to ask questions about potential procurement requirements:
 - Is this a new, follow-on, or repetitive procurement?
 - Who is the incumbent contractor? Contract number?
 - Has a notice about the procurement been posted in FBO?
 - Has market research been initiated? Is it possible to meet with the program office?
- Bring the "right" people to meet with program managers--someone who is able to converse on technical matters with the agency's program specialists.

Summary

- Conduct research to understand programs and procurement requirements.
- Be prepared to discuss similar solutions you have delivered on other projects (private and government).
- Establish working rapport with potential customers.
- Continuously promote your firm to Commerce.

Commerce's FY 2010 Small Business Goal Achievement

(Based on the latest information taken from FPDS)

Small Business	38%
Small Disadvantaged	14%
8(a) Firms	7%
Women-Owned Small Business	9%
HUBZone Small Business	1%
Veteran-Owned Small Business	5%
Service-Disabled Veteran-Owned Small Business	3%

Small Business Specialist

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U.S. Department of Commerce

Office of Small and Disadvantaged Business Utilization

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Business Brokers for Program Success