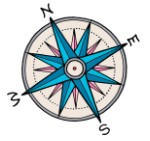
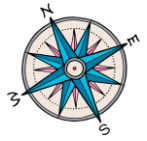


Session: Market Research and Solicitation Development

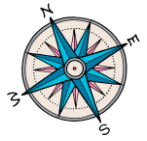
PowerPoint	Additional information
<p>Slide 8</p>	<p>Market research helps you with a better understanding of:</p> <ol style="list-style-type: none"> 1. The marketplace and size of the supplier pool 2. Identifying opportunities 3. Establishing a viable list of potential bidders/proposers for a competitive process 4. Pricing and costs, including drivers 5. How the market works and which direction the market is heading 6. Possible ongoing maintenance and coverage needs 7. Possible contract issues 8. Risks 9. Timing considerations (new products, end of year/month reductions) 10. Possible hidden costs 11. Customer needs 12. The value suppliers place on the agency as a customer
<p>Slide 9</p>	<p>Possible Team that might assist with market research</p> <ul style="list-style-type: none"> • Program area and technical experts • Key stakeholders • Contract users • Other procurement professionals • Similar business functions in government • Industry network professionals <p>Team activities</p> <p>Proactive approach to the procurement process with data-driven information</p> <ul style="list-style-type: none"> • Tailor the amount of research needed • Brainstorm on possible research sources, known information, and questions • Identify goals, schedule, responsibilities, and resources needed • Review the findings to determine next steps for the plan



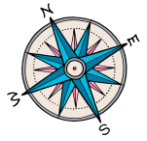
Slide 10	<p>Internal factors: Questions you might have</p> <p>Reason for the need</p> <ul style="list-style-type: none">• New or change in law• Initiative tied to other projects• Goal(s) of the acquisition through the life of the contract <p>Gaps, issues, or concerns</p> <ul style="list-style-type: none">• Past contract• Another contract for similar goods/services• Inefficiencies• Need for automation <p>Contract</p> <ul style="list-style-type: none">• Term• Key measures or KPI (service, accuracy)• Tools you might need to administer the contract• Risk <p>Compatibility</p> <ul style="list-style-type: none">• Existing processes, systems, equipment <p>Contract flexibility requirements</p> <ul style="list-style-type: none">• Possible future uses <p>Constraints</p> <ul style="list-style-type: none">• Time• Accepted order and payment types• Resources available <p>Stakeholder needs</p> <ul style="list-style-type: none">• Communication needs (meetings, reports)• Quality measures• Installation and required training• Service level needs including escalation• Security (Building access, data)• What occurs after the contract expires• Grant requirements• Timing of Contractor response• Ease of use• Changes in demand needs• Innovation opportunities
-----------------	--



Slide 10	<p>External factors: Questions you might have</p> <p>Trend analysis</p> <ul style="list-style-type: none">• Pricing• Demand• Supply market• Market share <p>Industry standards and customary practices</p> <ul style="list-style-type: none">• Warranty• Discounts• Maintenance period• Certification• Quality standards• Type of contract (fixed price, volume discount pricing, customer service options)• Expected product life <p>Cost</p> <ul style="list-style-type: none">• Price benchmarks• Possible hidden costs (inventory, supplies, breakage, customization)• Transition• Expected variability (seasons, semesters)• Changes in the demand/supply <p>Accessibility considerations</p> <p>Delivery and fulfillment constraints</p> <ul style="list-style-type: none">• Restricted access• Unable to provide services during holidays <p>Seasons or industry events</p> <ul style="list-style-type: none">• Production model change• Shut down <p>Risks</p> <ul style="list-style-type: none">• Additional insurance requirements• Personal information• Data security• Financial• Service disruption <p>Supplier info</p> <ul style="list-style-type: none">• Viable list of suppliers• Potential substitute goods and services• Dominant or even distribution of the suppliers• Supply chain considerations• Compliance with existing contracts
-----------------	--



	<p>Federal or state requirements</p> <p>Transition</p> <p>Sustainability opportunities</p> <ul style="list-style-type: none"> • Reuse/recycle • Disposal • Use by other areas that can repurpose
<p>Slide 11</p>	<p>Primary and secondary research</p> <p>Primary examples</p> <ul style="list-style-type: none"> • Contract spend data • Questionnaire/survey • Observation • Firsthand feedback • Site visit • Focus group <p>Secondary examples</p> <ul style="list-style-type: none"> • Reports • Reference material • Trade publications • Government data • Catalogs
<p>Slides 12 and 13</p>	<p>Internal and External: Sample information sources</p> <ol style="list-style-type: none"> 1. Past solicitations and responses – any state agency 2. Protests (and possibly lawsuits) 3. Stakeholder feedback (e.g. survey, interview, contract end users) 4. Vendor Lists (e.g. Supplier Diversity) 5. Other existing contracts (such as already agreed upon terms) 6. Lessons learned and best practices from other solicitations 7. Questions/issues raised during a prior contract 8. Existing metrics (such as performance, time study) 9. Future projections based on trends 10. Request for information responses 11. Research/Database providers (such as Gartner, IBISWorld, Pearson, ThomasNet, etc.) 12. Other state, federal, or county solicitations 13. Pricing, award, sample language 14. Discuss with procurement peers 15. Internet news (including Google alert) 16. Professional procurement organizations 17. Industry Trade Organizations/Professional Associations and Publications 18. Government databases (such as Consumer Price Index or industry-specific indices)



Slide 15	Sample analysis summary			
	1. What is needed?	Keep it simple. <ul style="list-style-type: none"> • What is intended purpose for the product/service. 		
	2. Data sources	<ul style="list-style-type: none"> • Primary and secondary research • Internal and external sources 		
	3. Market competition	<table border="0"> <tr> <td> <ul style="list-style-type: none"> • Product lifecycle • Suppliers • Sales channels • Distributors • Emerging markets </td> <td> <ul style="list-style-type: none"> • New entrants • Barriers to entry (such as scarce inputs, patents) or exit (long term contracts) </td> </tr> </table>	<ul style="list-style-type: none"> • Product lifecycle • Suppliers • Sales channels • Distributors • Emerging markets 	<ul style="list-style-type: none"> • New entrants • Barriers to entry (such as scarce inputs, patents) or exit (long term contracts)
	<ul style="list-style-type: none"> • Product lifecycle • Suppliers • Sales channels • Distributors • Emerging markets 	<ul style="list-style-type: none"> • New entrants • Barriers to entry (such as scarce inputs, patents) or exit (long term contracts) 		
	4. Capacity and capability	Ability to meet state needs within X time.		
	5. Other key items	<ul style="list-style-type: none"> • Risks • Timing • Supplier changes • Federal or state requirements • Opportunities for making the solicitation more attractive for competition • Opportunities for purchasing leverage • International supplier regulations and logistics • Green/environmental initiatives • Inventory management • Financials 		
	6. Industry	<ul style="list-style-type: none"> • Discounts • Warranties • Financing • Inspection • Acceptance • Pricing 		
	7. Trends	<ul style="list-style-type: none"> • Pricing • Market share • Supply/demand • Spend • Emerging technologies • Future projections 		
	8. Contract needs	Present, future		
9. Recommendations*	Key findings of the analysis with recommendations			
*As an alternative, the recommendations could be incorporated into each of the areas of findings.				