

# ***Headquarters U.S. Air Force***

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*Integrity - Service - Excellence*

## ***Small Business Industry Day***



***Small Business Office***  
***Director, Denise Baylor***

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# Agenda



- North American Industry Classification System (NAICS) Code
- SAM
- Limitation on Subcontracting
- Proposal Preparation



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## NAICS Code



- SBEAS will be a 100% small business set-aside contract
- NAICS code 541511 will be utilized for SBEAS
  - Custom Computer Programming Services
  - Size Standards in Millions of Dollars
    - \$27.5M



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SAM



- Offerors must be register in System for Award Management (SAM)
  - Primary source for agencies to learn about prospective vendors
  - Government maintained database
  - Must register in SAM to participate as a seller in federal space
  - SB should also maintain an updated Dynamic Small Business Search (DSBS) profile as part of SAM
- [www.SAM.gov](http://www.SAM.gov)



# *Limitation on Subcontracting (New Rule)*



- SBA extended the definition of “Similarly situated entity”
  - Only to first-tier subcontractor
    - Even if a second (or lower) contractor is similarly situated, work performed by the lower-tier subcontractor will count the same as if subcontracted to a large business
    - The prime contractor percentage of work is calculated by the amount paid to subcontractor not performance percentage of work
- Ensure compliance of your similarly situated first-tier subcontractors
  - Require the first-tier to seek approval before they subcontract any of the work to a lower tier
- LOS allows SB prime contractors to designate a NAICS code specific to the work required by a specific contract
  - This can be the same NAICS code or a different one as long as they are small business



# Proposal Preparation



- The time is now to strategize (Prime or Sub)
- Find a partner/teaming
- Do your homework—carefully read and reread the solicitation document to clearly understand what is being asked, including clauses and provisions
- If you are not sure about something---ask questions
- Respond appropriately
- Align you proposal with the government's needs
- Articulate what makes you the best solution provider



# *Proposal Preparation*



- Preparation is key—you must be prepared...
- Carefully review the solicitation, including all applicable schedules, clauses and attachments
- Review and understand the regulations (FAR Parts) government the specific type of solicitation you plan to respond to
- This will be a FAR Par 15 – Contracts by Negotiation



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# *Proposal Preparation*



- Responding appropriately follows from reading and understanding the government's request
- Answer all questions, provide all information and follow all schedules in the order, time-frame and structure requested
- Business that does not comply with all requirements, may be determined to be non-responsive
- This is important





# *What Makes you the Best Solution*



- The key is pulling it all together in a proposal package that clearly describes why your company offers the best solution
- No magic bullet – it comes down to doing a lot of things right
- It's about:
  - Understanding the solicitation and responding appropriately
  - Demonstrating how your firm can best fulfill the government's need
  - Offering pricing that is fair and competitive
  - Making sure your proposal is well-written and error free
  - Showing evidence of success through past performance
  - Interweaving an amazing story throughout all parts of the proposal that makes a compelling case for you firm as the best solution



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# *What to Avoid...*



- Failure to fully understand the solicitation and government regulations
- Incomplete or late submission
- Proposal is not specific and to the point
- High on fluff and weak on substance
- Failure to understand best value consideration
- Unrealistic proposal pricing
- Evaluation components are not sufficiently addressed the in the proposal
- Errors in the submission