

How To Do Business With the Navy

Step 1: Identify your Product or Service

Know the **North American Industry Classification System (NAICS) Code** for your product(s) or service(s). Many government product/service listings and future procurements are identified by NAICS Code (<http://www.census.gov/epcd/www/naics.html>). Make sure you list all the NAICS codes for the supplies and services your company provides. These should be listed on the CCR website, and it is recommended to list them plainly on your line card and capabilities brochures and information sheets that you will be providing to Government POCs, and on your business cards (many companies use the reverse side of the business card). A good idea is to include the definition of the NAICS codes you are listing for quick reference and recognition. At marketing expos, it is recommended that you leave Government contacts with a single-sheet capabilities hand-out, printed in black ink, rather than leave your expensive-to-print full-color brochure. **NOTE:** Effective October 1, 2000, Small Business Size Standards for all Federal Government programs will be those that the Small Business Administration (SBA) has established for industries as described in the NAICS. The Size Standards for industries described in Standard Industrial Classification (SIC) Codes no longer apply. The new table of small business size standards based on the NAICS (www.sba.gov/size/NAICS-cover-page.htm) has replaced the table based on SIC Codes.

Step 2: Obtain a Data Universal Numbering System (DUNS) Number, register in the Central Contractor Register (CCR) System, and obtain a Commercial and Government Entity (CAGE) Code

Dun and Bradstreet maintain the *DUNS* company identifier system utilized by both government and corporate officials searching for background information on companies. Enter <http://www.dnb.com/us/> to obtain your DUNS number. **You must be registered in the Central Contractor Register (CCR) to be awarded a contract from the Department of Defense (DOD)** (<http://www.ccr.gov/>). CCR is a database designed to hold information relevant to procurement and financial transactions. While on the CCR web site, check out the **Dynamic Small Business Search** database. **Dynamic Small Business Search** serves as an electronic gateway of procurement information -- for and about small businesses. It is free to prime and subcontractors seeking small business contractors, subcontractors and/or partnership opportunities, as well as to federal and state government agencies seeking Small Business sources for new, active procurements. It is a search engine used regularly by Government contracting officers, buyers, and contract specialists looking for sources for products and services provided by Small Businesses.

A **Commercial and Government Entity (CAGE) Code** is a five-position code that identifies contractors doing business with the Federal Government, NATO member nations, and other foreign governments. The CAGE Code is used to support a variety of mechanized systems throughout the government and provides for a standardized method of identifying a given facility at a specific location. The code may be used for a Facility Clearance, a Pre-award survey, automated Bidders Lists, identification of Debarred Bidders, fast pay processes, etc. (http://www.dlis.dla.mil/cage_welcome.asp)

The CAGE Code request process is now incorporated in the CCR registration (<http://www.ccr.gov/>). Therefore, upon activation in CCR, your company will be automatically assigned a CAGE Code. Notification of your new CAGE Code is by letter via the US Postal Service. The CAGE notification is sent to the person listed under the "Registrant Name" in the registration documentation. In addition, once your registration is active you may view your CAGE code on the web by searching the active registrations at http://www.dlis.dla.mil/cage_welcome.asp

Step 3: Check the Small Business Administration (SBA) web site and investigate SBA resources and Small Business programs

Visit the Small Business Administration (SBA)'s website at <http://www.sba.gov/> While at the SBA's website, be sure to check out the valuable resources available there related to Small Business, such as:

- District Offices
- Service Corps of Retired Executives (SCORE)
- Women's Business Centers
- Small Business Development Centers
- U.S. Export Assistance Centers
- Veterans Business Outreach Centers

Find out if your firm is located in a Historically Underutilized Business Zone (HUBZone) and if so, how to participate in the HUBZone Empowerment Contracting Program. If your business is owned and controlled by a woman, be sure to check out the Office of Women's Business Ownership Entrepreneurial Development page which has links to many services designed to help women to succeed in business.

Step 4: Familiarize yourself with Federal, DOD, and Navy contracting procedures

Be familiar with ***Federal Acquisition Regulations (FAR)*** (www.arnet.gov/far) and the ***Defense Federal Acquisition Regulation Supplement (DFARS)*** (<http://farsite.hill.af.mil/>).

Doing Business with DoD (http://www.acq.osd.mil/osbp/doing_business/index.htm) is an introduction to the broad subject of contracting with agencies within DOD. The web site provides an introduction to DOD contracting principles and practices, and much more.

Step 5: Identify the Navy/Marine Corps contracting activity that purchases your product or service and contact the Small Business Specialists on-site

Department of the Navy contracting functions are decentralized. Each Navy/Marine Corps major buying activity purchases supplies and services that support its own mission. Each buying activity has a ***Deputy for Small Business and/or Small Business Specialist*** assigned to it, and this individual is a source for counsel on small business matters at that particular activity. You can seek out the local Small Business office for the command you want to do business with by contacting the Navy Office of Small Business Programs at <http://www.donhq.navy.mil/OSBP/> The goal of the Navy

Office of Small Business Programs is to assist small business entrepreneurs' navigation through the Department's decentralized acquisition program to ensure the Warfighter receives quality products.

Step 6: Identify current and future Navy and Marine Corps procurement opportunities

Visiting the Federal Business Opportunities (**FedBizOpps**) website on a regular basis (<https://www.fbo.gov/>) will assist you in identifying Department of the Navy, as well as other DOD and Federal Government procurement opportunities. **FedBizOpps** has been designated as the single source for federal government procurement opportunities that exceed \$25,000. All agencies must use **FedBizOpps** to provide the public with access to notice of procurement actions over \$25,000. If you only want to view Navy solicitations, the FedBizOpps web site is linked to the **Department of Navy's Electronic Commerce** homepage, **NECO** website: <https://www.neco.navy.mil> You can find each Navy activity and access the notices for just that activity. This simplifies the local acquisition picture a great deal.

The Department of Defense EMail is a site where DoD buyers can find and acquire off-the-shelf, finished goods and items from the commercial marketplace. As of May 1, 2006 all office supplies must be bought via the DoD EMail web site. Vendors wishing to market their products to the DoD can create an online "store" in this electronic mall for government buyers to browse. www.emall.dla.mil

Step 7: Investigate General Services Administration (GSA) contracts

Many Navy and Marine Corps supplies and services are purchased through GSA. GSA offers a variety of products and services to federal agencies. Contact the General Services Administration (GSA) for information on how to join numerous vendors in selling their products and services through a GSA schedule. (www.fss.gsa.gov/services/gsa-smartpay/business.cfm)

Step 8: Investigate other DOD programs

There are several DOD small business programs that may be of interest to you, including the *Indian Incentive Program, Mentor-Protégé, Small Business Innovation Research, Women-Owned Small Business, Veteran Owned Small Business*, and the *Historically Black Colleges and Universities/Minority Institutions Program*. Information on these programs, DOD publications, and much more is available for downloading from the **Small Business Administration (SBA)'s** website: <http://www.sba.gov/> and the **Doing Business with DoD** website: (http://www.acq.osd.mil/osbp/doing_business/index.htm)

Step 9: Explore subcontracting opportunities

Regardless of your product or service, it is important not to neglect the very large secondary subcontracting market. All major DOD prime contractors provide a point of contact (Small Business Liaison Officer) within each firm that will welcome subcontracting inquiries. We encourage you to investigate potential opportunities with these firms. Many also have websites that may be useful and we encourage you and them to team with each other. The local Acquisition Department of the

command you are interested in can provide a list of all their prime contractors upon request. A very important goal for a Small Business is building up its past performance record. With the demonstration of experience that subcontracts can provide, a Small Business will become more competitive when seeking a contract as a prime contractor. A good record of past performance definitely adds strength to your proposal.

Step 10: Seek additional assistance as needed in the Navy and DOD marketplace

Procurement Technical Assistance Centers (PTACs) (www.dla.mil/db/procurem.htm) are located in most states and partially funded by DoD to provide small business concerns with comprehensive information on how to do business with the Department of Defense. They provide training and counseling on marketing strategies, business development, small business programs, financial and contracting issues, and procurement regulations at minimal or no cost.

Exchange System - If your company is engaged in retail activities, visit Navy Exchange System website (www.navy-nex.com) and the Marine Corps Exchange website (<http://www.usmc-mccs.org/shopping/>) The exchanges are retail operations that provide quality products and a variety of services to the men and women of the Armed Forces, retirees, reservists, and their families. Investigate a business partnership!

Online Procurement Assistance can be found at the Procurement Reference Library at <http://ec.msfc.nasa.gov/msfc/procref.html>

Do your research and market your firm well. After you have identified your customers, researched their requirements, and familiarized yourself with Department of Navy and DOD procurement regulations and strategies, it is time to market your product or service. ***The first presentation of your company's capabilities should be directly to the Deputy for Small Business or to the Small Business Specialist at the Navy and Marine Corps activities that buy your products or services.*** The Deputy for Small Business or the Small Business Specialist ***may*** be able to provide you additional points of contact for marketing the customer and pertinent information regarding long-range acquisition forecasts. Remember, the Department of the Navy seeks quality solutions for its requirements in a timely and cost effective manner. Outstanding "past performance" is one of your most valuable assets. ***Neither the Deputy for Small Business nor a Small Business Specialist can get you a purchase order or a contract.*** You must get them ***yourself***, by being proactive. Get expert guidance on how to read solicitations and to write effective proposals. Visit ***FedBizOpps*** and ***NECO*** websites regularly, search for solicitations in your areas of expertise and service, and prepare and send in effective proposals.

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