Effective Market Research

Utilizing GSA's Market Research As a Service (MRAS)

Presented by:

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SPEAKER

Robb Back
GSA
Market Research Analyst

Fun Facts

- Former Marine
- Tampa Jeep Offroad group
- Daughter to LSU for Art History/ Museum Studies

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Objectives

By the end of this training you will have a better understanding of:

- **Why** market research is conducted

- **When** to conduct market research

- **How** to use MRAS service options to conduct market research

Agenda

- Why Research?

- Introduction to MRAS

- Available Services

- Value Added Benefits

- How to Submit Market Research Request

- Customer Success Story

- Training and Resources

- Q & A

Why Research?

- To gain knowledge

- To make informed decisions

- To drive mission capabilities

- To remain relevant, gain efficiency, and innovate

- To understand market constraints and recognize opportunities

- To start the conversation

- To see the solutions

- To listen to stakeholders

The Regulations - FAR Part 10

www.acquisition.gov/far/part-10

- The Scope

- The Policy

- The Procedures

- The Clauses

The Scope

- By Regulation, there are 6 instances where market research is mandatory.

- Best Practice Acquisition teams are always conducting market research, both formally and informally.

10.001 Policy Table - When Market Research is Required	
Ensure that legitimate needs are identified and trade-offs evaluated to acquire items that meet those needs.	✓
Before developing new requirements documents	✓
> the SAT	✓
< SAT when adequate information is not available and the circumstances justify its cost	✓
Consolidation or bundling	✓
For non commercial items > SAT ordered against an ID/IQ	✓
Leverage commercially available market research methods to identify small businesses and new businesses in support of (A) A contingency operation or defense against or recovery from cyber, nuclear, biological, chemical, or radiological attack; and (B) Disaster relief to include debris removal, distribution of supplies, reconstruction, and other disaster or emergency relief activities	✓

How to Research?

www.acquisition.gov/far/part-10

10.002 Procedures - Techniques and Activities May Include:	
Contacting knowledgeable individuals in Government and industry regarding market capabilities to meet requirements.	✓
Reviewing the results of recent market research undertaken to meet similar or identical requirements.	✓
Publishing formal requests for information in appropriate technical or scientific journals or business publications.	✓
Querying the Governmentwide database of contracts and other procurement instruments	✓
Participating in interactive, on-line communication among industry, acquisition personnel, and customers.	✓
Obtaining source lists of similar items from other contracting activities or agencies, trade associations or other sources.	✓
Reviewing catalogs and other generally available product literature published by manufacturers, distributors, and dealers or available on-line.	✓
Conducting interchange meetings or holding presolicitation conferences to involve potential offerors early in the acquisition process	✓

GSA

U.S. General Services Administration

What Type of Market Research Tools do you use most often?

Introduction to Market Research as a Service (MRAS)

MRAS uses the latest research techniques to help agencies visualize the competition and socioeconomic responses that they can expect if they use GSA's acquisition vehicles.

Have you ever used GSA's MRAS tools before?

Available Service Options

GSA Advantage Product Research	Rapid Review	Request for Information/Market Research Report	Industry Engagement
Search up to 20,000 items on GSA Advantage at once	Identifies if your requirement fits under an existing GSA acquisition solution. Results are provided within 24-48 hours.	Streamlines the RFI process and consolidates the results into one report with visuals.	Targeted industry engagement regarding Agency specific requirements during MRAS Industry sessions.

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GSA Advantage! Multiple Part Number Search & Market Research

- Search up to 20,000 parts at once
- Receive all the GSA Advantage! data
- Enhanced commodity market report on demand
- Builds part number based market reports quickly
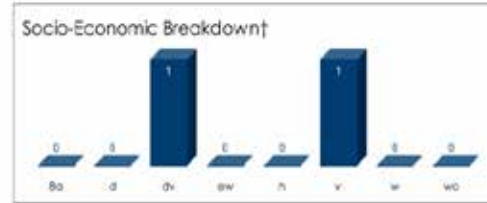- Includes One-on-One CSD Review of Report

****A list of part numbers/descriptions will need to be uploaded with your request

	US General Services Administration		
GSA	Federal Acquisition Service		
	Market Research as a Service - Market Report		
	Commodity Research Report (Joey Bot)		
	gsaadvantage.gov		

Mfr_Part Number	Lowest Price	Average Price	Highest Price
AXELGAARD MFG_180-0005-00	$ 9.98	$ 9.98	$ 9.98
AXELGAARD MFG_180-0007-00	$ 9.98	$ 9.98	$ 9.98
AXELGAARD MFG_180-0009-00	$ 9.98	$ 9.98	$ 9.98
AXELGAARD MFG_180-0011-00	$ 9.98	$ 9.98	$ 9.98
AXELGAARD MFG_180-0040-00	$ 9.98	$ 9.98	$ 9.98
RS MEDICAL_180-0010-00	$ 9.98	$ 9.98	$ 9.98
RS MEDICAL_802-0011-00	$ 226.12	$ 226.12	$ 226.12
RS MEDICAL_802-0012-00	$ 225.76	$ 225.76	$ 225.76
RS MEDICAL_802-0013-00	$ 225.12	$ 225.12	$ 225.12
RS MEDICAL_950-0036-00	$ 1,188.93	$ 1,188.93	$ 1,188.93
RS MEDICAL_959-0032-00	$ 163.17	$ 163.17	$ 163.17
RS MEDICAL_959-0036-00	$ 163.17	$ 163.17	$ 163.17

MRAS Rapid Review

- Determine if your requirement fits under a GSA solution
- List of approved vendors on GSA contract solutions
- Results delivered within 24-48 hours

MRAS RFI Process

Market Research as a Service - for you and your mission!

1 - Understand
We take the time to understand you and your requirements

2 - Organize
We organize your data & mission needs

3 - Develop
We develop a market target and request for information

4 - Engage
We engage industry partners & collect data

5 - Results
We deliver results through market reports, data, & knowledge

Easy steps to transform your requirement

How We Research

- Use commercially available software to streamline the process
- Ask yes or no questions, ranges, pre-set percentages, and more
- Customize questions with visualizations and creating data sets in mind
- We can ask industry for videos, websites, demos, manuals, and more

Technical Question(s) - Yes/No

You can further explain your response in the Capabilities Statement below:

	Yes	No
1. Do you possess experience working on projects involving collaboration with law enforcement at different levels?	○	○
2. Do you possess experience completing projects that require the development of materials related to Traffic Safety?	○	○
3. Do you possess experience completing projects that require the development of documentation that incorporates data visualizations?	○	○
4. Do you possess experience in working on projects in the realm of Micromobility?	○	○
5. Do you possess experience in technical writing and editing?	○	○

Technical Question - Multiple Choice

In your estimation how much of this potential requirement would your company need to subcontract to other companies?

None
Less than 15 Percent
Between 15 and 30 percent
Between 30 and 50 percent
More than 50 percent

ation, would your company submit a quote if this your **GSA Contract**?

MRAS Value Added Benefits

- Free Service

- Customized Research with Market Research Report

- Reduced Acquisition Lead Time

- Regulatory Compliance

- Promotes category management

- 100% Direct Support from your Customer Service Director (CSD)

MRAS Service Request Form

Initiating Your Request

Buy.GSA.gov/MRAS

Select the Service you would like to utilize

Completing the Service Request Form

GSA

If you encounter any issues or have feedback or suggestions for future improvements, please share them with us at: rfi@research.gsa.gov

Market Research As a Service (MRAS)

We look forward to working with you to effectively engage the GSA marketplace and help you achieve targeted market research results - all at **NO COST** to your Agency.

After submitting a Market Research Request, a **GSA Customer Service Director (CSD)** will reach out to you within 24 hours (or 1 business day) to begin working with you directly to determine how GSA can best meet your mission requirements.

MRAS SERVICE OFFERINGS
To review the MRAS service offerings and required information and documents needed to complete each request, **click on the ► arrow before each number below to expand to see the service offering details**

► **1. RFI** - Request For Information with Market Research Report

► **2. RAPID REVIEW** - Requirement Solution Finder

► **3. PRODUCT MARKET RESEARCH** - up to 20,000 items

How can we support your market research efforts?

○ RFI

○ RAPID REVIEW

○ PRODUCT MARKET RESEARCH

○ I have questions about the MRAS service offerings
  *. . . please have a **GSA Customer Service Director** contact me for assistance*

Which best describes your requirement? *(required)*

○ Services

○ Products

○ Products + Services

Requirement Details

Project Title *(required)*
(limited to 30 characters)

Project Number *(optional)*

Estimated Date for New Solicitation *(optional)*

mm/dd/yyyy

Estimated Contract Award Date *(optional)*

mm/dd/yyyy

Summary of Requirement *(required)*
(limited to 300 characters)
Provide a high level summary of the requirement - please be as detailed as possible to highlight the core needs sought in order to meet your objective

If you need more space, there is an opportunity to attach an additional document before submitting your request.

Name of Incumbent Contractor, if applicable *(optional)*

Estimated Contract Value - *Estimated Total Value (Base Year + all Options)*

○ Less than $250,000

○ $250,000 and above

Anticipated Contract Type *(required)*

- ◯ Firm Fixed Price
- ◯ Cost Reimbursable
- ◯ Hybrid with Cost
- ◯ Labor Hour
- ◯ Time & Materials
- ◯ Unknown

If this will be a Small Business Set-Aside, select the set aside *(required)*

Otherwise select "Unknown at this time"

- ◯ Small Business
- ◯ SBA Certified 8(a) Firm
- ◯ SBA Certified HUBZone Firm
- ◯ Service Disabled Veteran Owned Small Business
- ◯ Women Owned Small Business (WOSB)
- ◯ Economically Disadvantaged Women Owned Small Business (EDWOSB)
- ◯ Unknown at this time

Requirement Scope *(required)*

Select the **Primary** Government-wide Large Category and related Subcategory + a corresponding NAICS code (North American Industry Classification System) that best define the majority of the scope of this requirement.

Large Category	▼
Subcategory	▼
NAICS	▼

Are there additional NAICS that you would like researched? *(optional)*

For more information on NAICS aligned to GSA solutions, visit: buy.gsa.gov

- ◯ Yes
- ◯ No

Are there specific GSA Special Item Numbers (SINs) that you would like researched under the Multiple Award Schedule (MAS) Contracts? *(optional)*

For more information on SINs aligned to GSA solutions, visit: buy.gsa.gov

- ◯ Yes
- ◯ No

GSA

Technical Questions *(optional)*

The following Technical Questions are standard and included on all RFIs:

Multiple Choice Questions
▶ Please identify all GSA contracts that your company holds and are applicable to this requirement.
▶ Based only on the GSA contracts your company holds, which SIN(s), Pool(s), or Constellation(s) would you recommend are applicable for this requirement?
▶ Please select the NAICS code(s) you determine are appropriate for this requirement.
▶ Business Size.
▶ Please select all socio-economic categories that apply to your GSA Contract.
▶ In your estimation how much of this potential requirement would your company need to subcontract to other companies?

Yes / No Questions
▶ Based on the provided information, would your company submit a quote if this requirement was issued under your GSA Contract?
▶ Do you provide this service or product commercially?

To achieve the best results, we highly encourage including additional technical questions to those listed above. Adding Yes/No, Multiple Choice, or Short Answer Questions to the RFI helps to receive better quality results by ensuring that industry has a good understanding of the requirement ensures that you get exactly the information you need.

"Market Research Sample Technical Questions" is a good resource of sample questions (broken out into tabs) ranging from standard acquisition questions to more Government-wide Category-specific questions for your consideration and potential use.

Upload Technical Questions below (Word Docs, Excel Spreadsheets, or PDFs are accepted) - *optional*
or work directly with your GSA Customer Service Director (CSD) to define and refine any technical questions you want added prior to approved RFI on GSA eBuy.

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Summary of Intake Requirements

<u>Required:</u>

- Requirements document (SOW, PWS, SOO)
- Category and primary NAICS code
- RFI Close Date

<u>Optional:</u>

- IGCE
- Set-aside preference
- Technical Questions

Sample MRAS Request for Information (RFI)

GSA

DHS - Closed Circuit TV System - Market Research

On behalf of the Department of Homeland Security, GSA is conducting market research to understand capabilities related to providing the below requirement.

USCG Sector San Diego, has identified a requirement for a vendor to replace, support, and maintain the current USCG Sector San Diego Closed Circuit Television System (CCTV). The existing CCTV system is outdated, rapidly degrading, and is not supported by a Service Maintenance Agreement.

Responses Due: 06/10/2022

Draft Requirements Document

Link To Draft Requirements Document

Market Research Notices

For Schedules Only: Based on the responses submitted to this RFI, the Government reserves the right to issue all future requests for quotes directly to identified sources via email in accordance with FAR 8.405-3(b)(1)(ii)(B)(2) and/or FAR 8.405-2(c)(3)(iii)(B).

Market Research Notice - Click to Download

We include a link to the requirements documents in the RFI

Business Size:

s - small business

o - other than small business

We gather small business and vendor socio-economic data in the survey.

Please select all socio-economic categories that apply to your business.

Note: your company must be recognized as 1 or more of these designations under your GSA Contract in order to be selected. (Data is validated prior to reports being issued)

Socio-economic Indicators Key:
w - Woman Owned business
wo - Women Owned Small business (WOSB)
ew - Economically Disadvantaged Women Owned Small business
v - Veteran Owned Small business
dv - Service Disabled Veteran Owned Small business
d - SBA Certified Small Disadvantaged business
8a - SBA Certified 8(a) Firm
h - SBA Certified HUBZone Firm

The socio-economic indicators signify the business size and business status of the contractor.

w	wo	ew	v	dv	d	8a	h	N/A

Done

Technical Questions can be added and customized based on the customer's needs.

Technical Question(s) - Yes/No
You can further explain your response in the Capabilities Statement below.

	Yes	No
1. Is your company capable of providing additional personnel to support surge requirements in execution of the requirements shown in the Performance Work Statement?	O	O

Technical Question - Multiple Choice

In your estimation how much of this potential requirement would your company need to subcontract to other companies?

[dropdown]

[Done]

Technical Question - Short Answer
Limited to 300 characters - if more space is needed, please include with your Capabilities Statement.

Indicate if your company has any pre-existing ordering vehicles available to USCG (e.g. OASIS, GSA Schedule) or Department of Homeland Security (DHS) wide acquisition contracts. If so, provide information to include at a minimum the contract number and services/products supported by the contract.

All vendor feedback provided will be summarized in a report, to ensure PWS/SOW requirements are clear

Optional Feedback: Please provide any feedback or questions you may have related to this requirement and the Draft Requirements document.

This section is only for questions or feedback to the Agency about this requirement.
NOTE: Do not include capabilities information here. Any capabilities information provided in this section will be deleted and is not included in the MRAS Market Research Report of all responses provided to the Agency.

Vendors can expand on technical questions in their Capabilities Statement

Please note: Only one (1) file can be uploaded. Be sure you stack/combine all your documents into a single file prior to uploading.

Capabilities Statement should include relevant experience. Relevant experience includes projects that are similar to the described requirements and that have occurred in the past 5 years. Please do not provide general capabilities statements.

Please include up to 3 relevant projects and include the following information for each:

1. Customer Name
2. Customer POC (or client) Email
3. Total Contract Value
4. Period of Performance
5. Brief Description of Services Provided
6. Indicate if there is a CPARS Available

While optional, a capability statement relevant to this requirement is highly recommended.

Sample MRAS Market Research Report

The report provides a recommendation based on the number of respondents and the contracts researched.

Summarizes number of interested parties that are small or other than small businesses.

Summarizes number of interested parties by GSA contract vehicle.

Summarizes the socio-economic designations of interested parties.

Competition Determination:

May generate adequate competition under the following GSA solution(s): Multiple Award Schedule (MAS)

May be able to target small businesses for this requirement.

All information should be independently verified by reviewing the market research data submitted and the capabilities statements linked to this report.

# Total Responses	# Interested Sources	# Small Businesses
5	5	5

Response Summary Details

Posted RFQ(s)	RFQ1593746
Contracts Selected	Multiple Award Schedule (MAS)
SIN, Pool, or Constellation Selected	611430, 611710
NAICS Selected	611430, 611710

By Socio-Economic Breakdown**†

By Contract†

By SIN, Pool, or Constellation†

By NAICS†

Provided Commercially†

† Interested Sources Only

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Feedback Summary

Submit Offer?	Company Name	Feedback
Yes	LADLAS PRINCE	Team Lp recommends that this opportunity is set aside for Historically Underutilized Business Zones (HUBZone) or Service Disabled Veteran Owned Business (SDVOSB).

The report provides a directory of interested parties and their POC information.

We summarize feedback from Industry to ensure the requirement is clearly stated.

We provide a link to the vendors' Capability Website and Capability Document.

Interested Sources

Business Size	Company Name	POC Email	Website	Capability Document	MAS
s - small business	Actualized Business Solutions Inc	mark.wentling@absidefens	www.absidefense.com	https://feedback.gsa.gov/jfe/file/F_27DqWJ	☑
s - small business	Bubo Learning Design, LLC	mark@bubold.com	www.bubold.com		☑
s - small business	LADLAS PRINCE	governments.others@ladla	www.ladlasprince.com		☑
s - small business	Management Analysis Technologi	mgeyser@mat-inc.net	www.matinc.net		☑
s - small business	Technical Management Services I	diana@tmsworkshops.com	www.tmsworkshops.com	https://feedback.gsa.gov/jfe/file/F_24icspB	☑
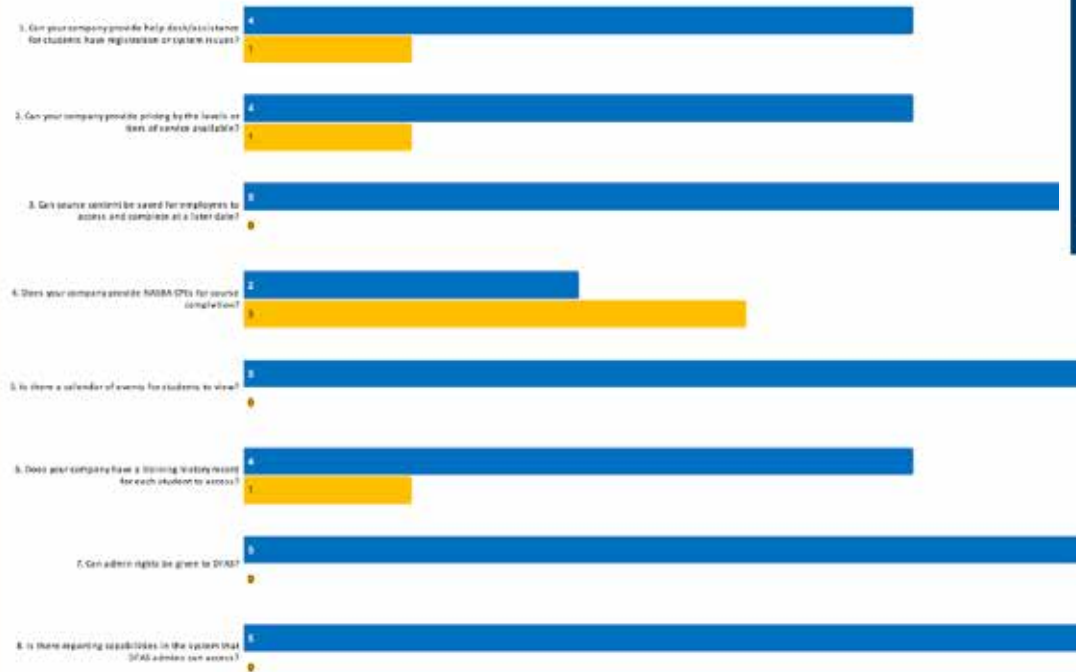
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We can also provide the source data collected with the RFI so that you can conduct further analysis if needed.
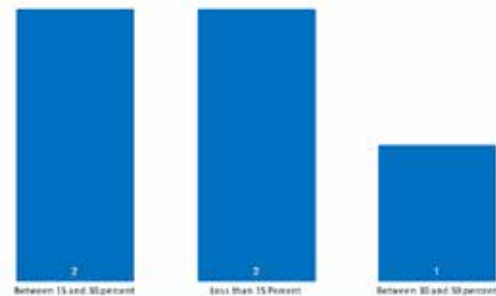
	A	B	C	D	E	F	G	H	I
1	Submit Offer?	Company Name	Business Size	Socio-Economic -	Socio-Economic -	Socio-Economic -	Socio-Economic -	Socio-Economic -	Socio-Economic -
2	Yes	Actualized Business Solutions Inc. (ABSI), DBA ABS	s - small business					dv	
3	Yes	Bubo Learning Design, LLC	s - small business						
4	Yes	LADLAS PRINCE	s - small business				v	dv	d
5	Yes	Management Analysis Technologies, Inc.	s - small business				v	dv	
6	Yes	Technical Management Services LLC	s - small business		ew				
7									

B3 : fx Yes

	K	L	M	N	O
1	Provided Commercially	GSA Contract Number(s)	Business Size	UEI #	CAGE Code
2	No	47QRAA20D007J	s - small business	VRXSQNFKMRW3	5XWG0
3	Yes	47QREA20D000V	s - small business	EE71M2292YL4	7PHX7
4	Yes	GS-23F-0064Y	s - small business	DLXLJCEMLTZ9	4Y0H1
5	Yes	47QRAA22D0024	s - small business	X2HXVFYMLG45	3DWT6
6	Yes	47QRAA18D00F1	s - small business	YZUCELZVKTF6	0ZNR3
7					

	A	B	C	D	E	F
	Receipt Timestamp	Submit Offer?	Company Name	POC First Name	POC Last Name	POC Email
	11/2/2022 21:38:26	Yes	Actualized Business Solutions Inc. (ABSI), DBA ABS	Mark	Wentling	mark.wentling@absidefense.com
	11/4/2022 19:47:00	Yes	Bubo Learning Design, LLC	Mark	Evans	mark@bubold.com
	10/27/2022 11:13:25	Yes	LADLAS PRINCE	AMOS	AJANI	governments.others@ladlasprince.com
	10/26/2022 15:02:45	Yes	Management Analysis Technologies, Inc.	Michael	Geyser	mgeyser@mat-inc.net
	11/3/2022 23:47:09	Yes	Technical Management Services LLC	Diana	Cordova	diana@tmsworkshops.com

MRAS Success Story

Customer: Department of Homeland Security (DHS)

Requirement: HAZMAT Logistics Services to include daily inspections, waste consolidation, recycling center operations, overall warehouse management, and solid waste management tasks for the Coast Guard Base in Honolulu.

Results:
MRAS RFI process utilized to identify 4 interested small businesses under the Multiple Award Schedules.

Awarded Solution: GSA Multiple Award Schedule SIN 541620 Environmental Consulting Services to a small SDVOSB contractor.

Total Contract Award: $600k

MRAS Success Story

Customer: US Army Milcon Design Review Support

Requirement: Engineering support for the National Guard Bureau (NGB) Army National Guard (ARNG) headquarters office.
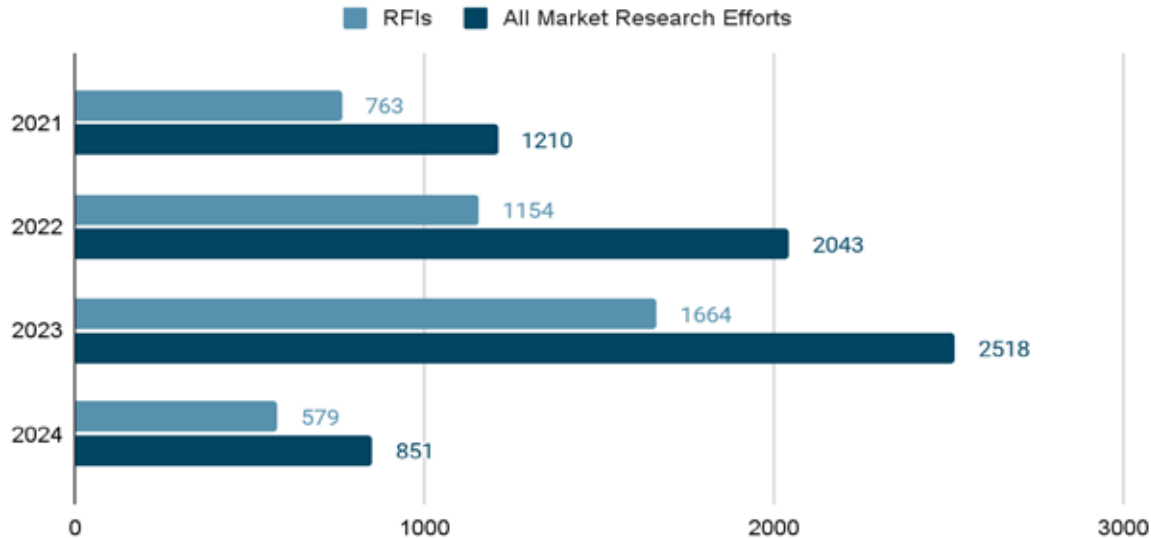
Results:

MRAS RFI process utilized to identify 6 interested small businesses under SIN 541330ENG and the OASIS Contract Vehicle.

Awarded Solution: GSA OASIS SB Pool 1

Total Contract Award: $5MM

MRAS Program Successes

Market Research As a Service (MRAS) Efforts

Legend: RFIs (light blue), All Market Research Efforts (dark blue)

Year	RFIs	All Market Research Efforts
2021	763	1210
2022	1154	2043
2023	1664	2518
2024	579	851

Awards
Over **$54 Billion** market research opportunities awarded to GSA Contract Holders.

Top Customers
- Air Force
- Army
- Navy

Top Categories Researched
- Professional Services
- Information Technology
- Facilities

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What Our Customers are Saying.....

"MRAS helped me avoid doing it the way it's always been done before."

"I am very satisfied with this process,....I am extremely happy with the results and plan to utilize the services again....I will share this positive experience with other supervisors in my organization and encourage them to utilize these services as well. Great Job!"

"...I used MRAS and in 10 days, had 40 people respond. GSA then went over the report and did a deep dive to identify specific socioeconomic factors. It was very helpful!"

"...the customer utilized the MRAS RFI process to determine their overall acquisition strategy. **The MRAS program has proven to be a value added program!**

RFI@Research.GSA.gov

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www.GSA.gov/CSD