

How to Research Business Opportunity with the National Guard

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Wisconsin National Guard

Contracting

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Purchasing and Contracting

Office of Small Business Programs

In FY15 the WI National Guard awarded \$20M in Small Business Contracts

Long Bluff
1888

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Companies Need to Conduct Market Research

What did the National Guard buy in the past?

Who did the National Guard buy from?

How do I Locate National Guard contracting opportunities?

What is the National Guard buying today?

What will National buy in the near future?

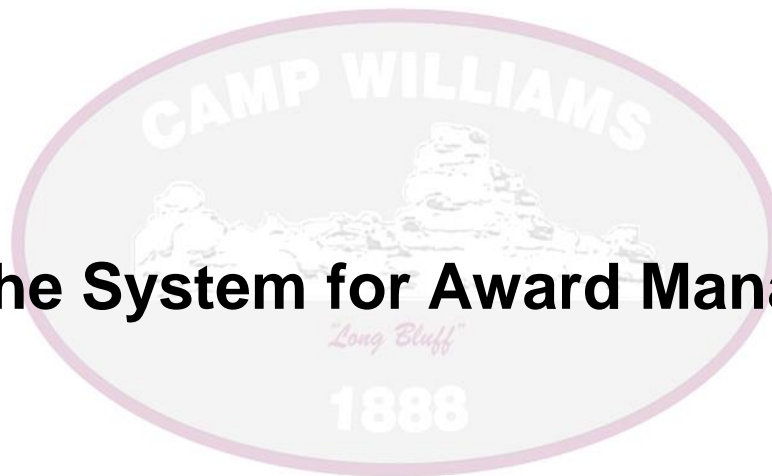
How to Do Business with the National Guard?



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11 Steps to Doing Business with the Army

- **Step 1**
- **Determine what you want to sell and your business size**
- **Step 2**
- **Register in the System for Award Management (SAM)**
- **Step 3**
- **Identify which Army organizations buy your product or service**



Internal Review



- **Step 4**

- **Identify current Army procurement opportunities**

Federal Procurement Data System (<https://www.fpds.gov/>)

- **Step 5**

- **Become familiar with contracting regulations and procedures (FAR, DFAR, AFAR)**

- **Step 6**

- **Utilize the Army Small Business Programs**

- **Step 7**

- **Be prepared to sell**

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- **Step 8**
- **Be familiar with simplified acquisition procedures**

- **Step 9**
- **Seek additional assistance in the Defense marketplace**

- **Step 10**
- **Pursue subcontracting opportunities**

- **Step 11**
- **Investigate Federal Supply Schedules (FSS) on <http://www.gsa.gov>**



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Conduct Market Research on What We Buy

- Federal Procurement Data System (<https://www.fpds.gov/>)
- Use the Contracting Office ID to locate WI National Guard – W912J2

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Specific Searches

- Go to <http://www.fbo.gov>
- Contract Offices (W912J2)
- NAICS Code/ Noun phrase/ FSC Code

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NATIONAL GUARD PRODUCT DESCRIPTION PURCHASES

<u>FY14 National Guard NAICS Category (Description)</u>	<u>Total Actions</u>	<u>% Total Actions</u>	<u>Total Dollars</u>
23 (CONSTRUCTION)	4,356	11.8835%	\$640,469,863.51
54 (PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES)	4,492	12.2545%	\$636,941,911.31
33 (MANUFACTURING (METALS, FURNITURE, MISCELLANEOUS))	7,711	21.0361%	\$253,863,571.21
62 (HEALTH CARE AND SOCIAL ASSISTANCE)	1,631	4.4495%	\$134,928,008.14
56 (ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT)	1,910	5.2106%	\$108,286,206.51
51 (INFORMATION)	2,282	6.2254%	\$83,454,927.09
72 (ACCOMMODATION AND FOOD SERVICES)	5,159	14.0741%	\$56,426,219.13
42 (WHOLESALE TRADE)	2,930	7.9932%	\$50,154,499.49
44 (RETAIL TRADE (MOTOR VEHICLE, FURNITURE, ELECTRONICS, BUILDING MATERIAL, FOOD, HEALTH, GASOLINE, CLOTHING))	1,330	3.6283%	\$44,188,669.20
61 (EDUCATIONAL SERVICES)	603	1.6450%	\$37,842,856.68
48 (TRANSPORTATION)	215	0.5865%	\$34,457,663.47
81 (OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION))	961	2.6217%	\$18,480,836.85
31 (MANUFACTURING (FOOD, TEXTILE, APPAREL, LEATHER))	915	2.4962%	\$14,751,300.97
53 (REAL ESTATE AND RENTAL AND LEASING)	546	1.4895%	\$13,676,332.43
32 (MANUFACTURING (PAPER, PRINTING, PETROLEUM, COAL, CHEMICAL, PLASTICS, RUBBER, NONMETALIC MINERAL))	826	2.2534%	\$12,225,100.71
92 (PUBLIC ADMINISTRATION)	143	0.3901%	\$4,630,098.34
45 (RETAIL TRADE (SPORTING GOODS GENERAL MERCHANDISE, MISC)	368	1.0039%	\$4,233,840.27
71 (ARTS, ENTERTAINMENT, AND RECREATION)	104	0.2837%	\$3,665,642.41
22 (UTILITIES)	41	0.1119%	\$3,274,145.32
49 (POSTAL SERVICE, COURIER/MESSANGER, WAREHOUSING)	42	0.1146%	\$942,759.99
21 (MINING, QUARRYING, AND OIL AND GAS EXTRACTION)	48	0.1309%	\$759,889.09
52 (FINANCE AND INSURANCE)	10	0.0273%	\$306,441.35
11 (AGRICULTURE, FORESTRY, FISHING AND HUNTING)	23	0.0627%	\$237,854.61
NO NAICS CATEGORY SPECIFIED	10	0.0273%	\$64,250.94

What The WI National Guard Purchases

- Construction\A&E Design Services
- Office supplies
- Furniture
- Food/Groceries
- Hotel Rooms
- IT Items (Computers/Monitors/Printers)
- Training
- Tools
- Items through the State of WI



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NATIONAL GUARD POINT OF CONTACT

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QUESTIONS???

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