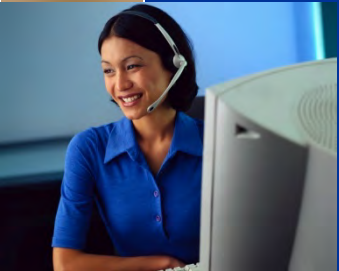
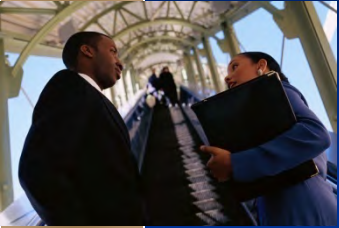


# Advance your Business

Orange County Small Business Development Center

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Serving small business owners and entrepreneurs since 1992



## City of Lake Forrest Government Contracting Workshop October 4, 2013

Presented by:

**Leila Mozaffari**

**Director**

# What We Offer Small Businesses

## **BUSINESS CONSULTING**

**BUSINESS PLANNING , MARKET RESEARCH, ON-LINE  
and TRADIIONAL MARKETING , SALES, FINANCE ,  
and CONTRACTING.**

## **FINANCING FACILITATON**

**LOANS AND LINES OF CREDIT**

## **ACCESS TO CONTRACTS**

**CORPORATIONS (Supplier Diversity)  
GOVERNMENT (Federal, State, Local)**

## **SEMINARS & WORKSHOPS**

**Check out our training calendar online!**

# Objectives



- What is my contracting strategy?
- What certification(s) should I get?
- How do I find opportunities?
- "To Bid or Not to Bid"
- What Is a capabilities statement?
- What if I am wildly successful?

# Develop a Strategy

- Evaluate your business readiness for Contracting
- Research Agencies/Corporations history and procurement forecast
- Determine target Agencies/Corporations with most potential
- Which certifications give you a competitive advantage?

# Certifications (partial list)

- **8(a), HUBzone**
  - SBA
- **WOSB, SDVOSB**
  - Self Certified
- **Minority/Woman-owned**
  - CPUC/Supplier Clearing House
  - MSDC
  - WBENC

# Finding Opportunities

- FBO----- <http://www.fbo.gov/>
- Current Customers
- Opportunity Products  
Deltek, Centurion, BidSpeed
- Government Forecast
- Large Primes (teaming situations)
- Pre-bid Conferences
- Matchmaking Events  
DVBEA, NDIA, ABAOC, OCHCC



# Bid / No Bid Decision

- Most Important Decision in the RFP process.
- Use a Tool – Matrix/SWOT/Checklist
- Timing
- Wired for someone else
- Incumbent Strength



# Factors to Consider

- Experience
- Program Capability
- Project Management
- ROI
- Team Capability
- Market Awareness
- Client Relationship
- Assessment
- Effective Response
- Competitive Price



### The Bid/Not Bid Decision Matrix

Bid Factors		Weighted Decision Criteria											Rating
		Negative				Neutral			Positive				s
		0	1	2	3	4	5	6	7	8	9	10	
1.	Background Experience	Weak in area or totally new area				Average in-house or imported experience			Strong in-house or imported experience				
2.	Overall Program Capability	Not really qualified, poor technology/processes				Capable with an average technology/processes			Superior, strong advanced technology/processes				
3.	Proposed Project Management	Poor in-house team with few available imports				Good in-house team and/or with good available imports			Superb in-house team with superb imports if needed				
4.	Benefits and ROI	Marginal long term, no short term				Good long term; questionable short term			Excellent long and short term				
5.	Team Capability	Subcontractors required but decreases ROI Potential				Team members have no major impact			Teaming and partnerships have enhancing effect on image				
6.	Market Opportunities Awareness	Did not expect Solicitation, unprepared				Receives update from clients			Company is aware of upcoming opportunities				
7.	Client Relationship	Company is unknown to client				Known to Client, but not well			Well-developed and harmonious working relationships				
8.	Competitive Assessment (All possibilities)	Client encourages competition but has set of favorites				Open competition with no real favorite			Open competition; company has proven performance				
9.	Capability to Respond Effectively	Don't understand issues, no ideas, lack resources				Understand requirements/ formal issues; can respond			Meet/exceed all formal/informal issues				
10.	Pricing Competitiveness	Too risky to compete may need large contingencies				Will accept reasonable risk, might be competitive			Willing to aggressively bid winning price or competition more expensive				
Score Total													
Maximum Score Possible (Number of factors used times ten)													
Comments:													

# Strategies to Win After Submittal

- Oral Presentations
- Answering Questions
- Debriefings



# What is a Capabilities Statement?

- How long?
- Why different versions?
- Why do I need one?

# Contract Admin/Compliance

- Deliver on time and on budget
- Know and understand the fine print
- Develop Relationship with CO/COTR
- SAM (old ORCA) – FAR clauses
- Have Cash Flow
- Be careful with growth

# Advance Your Business

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*Thank you for joining us!*

**Would you like a copy of  
2013 Procurement Opportunities Guide?**

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