

# Market Research - What Is The Process?

1. Establish technical specifications and minimum requirements for goods and services needed.
2. Identify potential suppliers:
  - (i) Contact knowledgeable individuals in the industry regarding market capabilities to meet requirements.
  - (ii) Review the results of recent Market Research undertaken to meet similar or identical requirements.
  - (iii) Contact Purchasing to query databases of contracts and other procurement instruments intended for use by multiple agencies.
  - (iv) Query commercial databases that provide relevant information for the procurement.
  - (v) Participate in interactive, on-line communication among industry, purchasing personnel, and customers.
  - (vi) Obtain source lists of similar items from other contracting activities or agencies, trade associations or other sources.
  - (vii) Review catalogs and other generally available product literature published by manufacturers, distributors, and dealers or available on-line.
  - (viii) Work with Purchasing to conduct interchange meetings or hold pre-solicitation conferences to involve potential offerors early in the purchasing process.
  - (ix) Determine if goods and services can be obtained within the United States.
3. Request information from potential suppliers.
4. Publish formal requests for information in appropriate technical or scientific journals or business publications.
5. Determine if any laws or regulations unique to the item exist.
6. Verify prices from sources independent of the offeror to determine whether established market prices exist for research or other commercial services.
7. If market research indicates commercial or non-developmental items might not be available to satisfy your needs, go back to your end-user. Try to re-evaluate the specifications to determine whether the need can be restated to permit commercial or non-developmental items to satisfy your needs. If you have already done this step, provide the information from your evaluation in your justification.
8. Evaluate your data. You might find that you have a Competitive Procurement! Contact Purchasing when unsure. **If it is Competitive – Use the [Competitive Procurement Summary](#).**
9. Use the Noncompetitive Justification Form as **a reference**. **If it is a Noncompetitive Procurement then document the results of your Market Research** on the [Non-Comp form](#).