

Market Research Report Template

A market research report documents market research in a manner appropriate to the size, complexity, and urgency of an acquisition. Requirement-specific market research efforts and results are required prior to issuance of the solicitation and shall be clearly documented and included in the contract file. A market research report is required for contract actions awarded above the simplified acquisition threshold (SAT). Use only those sections applicable to your requirement. If a section is not applicable, it should be so identified and supported by a brief explanation.

I. Background Information

Describe the background of the procurement and circumstances/events leading up to the requirement. Include:

- Requesting Office -
- Program Office Point of Contact -
- Type of acquisition (service or supply, including NAICS/PSC code) -
- Expected dollar value of requirement -
- Acquisition Team members, if applicable, and the responsibilities of the team members:

Name	Title	Office	Telephone	E-mail Address

- Time frame in which the market research was conducted

III. Initial Requirements (as identified by the requesting office)

- Describe the requirement in terms of:
 - Functions to be performed
 - Performance required
 - Essential physical characteristics
- Discuss any cost effectiveness issues associated with the requirements:
 - Any potential cost drivers? (e.g., additional costs from some other activity that may influence the cost of the requirement)
 - Any cost/performance tradeoffs? (e.g., an analysis of the value added relating to costs and performance levels)
- Describe schedule requirements (e.g., performance periods and/or delivery due dates)

V. Market Research Methods and Sources

Describe methods and sources used during market research. The following table may help structure and summarize the methods used in the market research effort.

Check if part of research	Sources Used in Market Research	Details of Research/Comments
	Acquisition history reviewed	
	Other recent market research reviewed	
	Interviewed knowledgeable individuals in industry	
	Interviewed knowledgeable individuals in Government	
	Government databases reviewed	
	Commercial databases reviewed	
	Participated/attended tradeshow and industry conferences	
	Professional journals reviewed	
	Catalog and product literature reviewed	
	Reviewed requirements with Small Business Specialist	
	Other	

Additional comments/information:

VI. Identify Product/Services and Sources Able to Meet the Requirement

- Identify or describe:
 - Product/Service, include any brand name product information
 - Product/Service characteristics and/or capabilities
 - Company information (e.g., name, POCs, address, telephone number, e-mail address, website)
 1. Include company characteristics, past performance, and business category

- If sole source, describe efforts to locate additional sources:
 - Describe the rationale for sole source

VII. Description of the Commercial Marketplace

- Describe marketplace
- Assess Government’s leverage in marketplace, e.g., describe the Government’s negotiation strengths and/or weaknesses in the market
- Describe nature of other market participants, e.g., other Governments (foreign, state/local), commercial firms, etc., and discuss how other buyers for the same product or service may affect your purchase

- Identify availability of commercial or non-developmental items that satisfy requirements (value or shortcomings of each) and sub-components

VIII. Prevalent Business Practices

- Identify standard/customary terms and conditions and industry business practices (include information on payment, freight delivery, acceptance, and warranties)
- Describe generally accepted business practices that differ from standard Government practices
- Discuss if contract financing is applicable.
- Discuss any laws and regulations unique to the requirement

IX. Pricing and Market Issues

- Identify price sources (e.g., market price, catalog, GSA, etc.), price ranges, and price variations
- Describe market trends for product or service, e.g., technical, business, and pricing
- Describe how the application of cost or pricing market information collected from market research will be used in the development of the Independent Government Cost Estimate for the requirement

X. Other Considerations

- Discuss qualifying factors, including such issues as past performance, references, product testing or evaluation, customer satisfaction, warranties, and quality problems
- Describe consideration of environmentally preferable products and services. Include discussion of energy efficiency standards of market products, if applicable
- Describe SAFETY Act applicability
- Discuss Buy American Act applicability
- Discuss Trade Agreements Act applicability
- Discuss Section 508 applicability for Electronic and Information Technology

XI. Market Analysis Summary

- Provide the outcome and conclusion of the market research identifying potential sources, an analysis of the capabilities of potential sources and findings that impact the procurement
- Provide supporting documents, as appropriate