

# Selling to the Federal Government

Procurement Technical Assistance Program  
NH Division of Economic Development



# NH-PTAP

- Funded by the Department of Defense (DoD) & the State of New Hampshire (DRED)
- Provides FREE assistance to NH companies to sell goods & services to federal, state, local government agencies, and school districts
- Offers training/counseling/information
- [www.nheconomy.com/sell-to-the-government](http://www.nheconomy.com/sell-to-the-government)  
to register

# What you need *before* you pursue government contracts/subcontracts

- Adequate capitalization
- Drive, determination, & patience
- A competitive advantage
- Demand for products/services
- Competitive pricing and margins
- An effective quality system
- A current business plan
- Bonding, insurance and security clearance (if required)
- Internet access and skills

# What you need in order to work for and with the government...

- You must have a taxpayer identification number - either an EIN or your Social Security # (if sole proprietor or single-member LLC)
- You need a Data Universal Numbering System (DUNS number) from Dun & Bradstreet. Call 866-705-5711 for a FREE DUNS number. Ask for the free number for US Government contractors.
- CCR – Central Contractors Registration – [www.ccr.gov](http://www.ccr.gov). This is a required registration. CCR will assign you a Commercial and Government Entity (CAGE) code.

# What you need in order to work for and with the government...(part 2)

- SBA Firm Profile – “Dynamic Small Business Search” registration. This is an add-on at the end of your CCR. Be sure to include a descriptive narrative and keywords.
- Online Representations and Certifications (ORCA) - <https://orca.bpn.gov/>.

# NH-PTAP will assist:

- Dealing with red tape – registrations, codes, “alphabet soup” etc.
- Identifying bid opportunities
- Understanding bid requirements
- Knowing the competition
- Federal Acquisition Regulations (FAR) – “the rules of the road.”

# Federal Acquisition Regulations

- <http://www.arnet.gov/far>
- Subchapter A – General
- Subchapter B – Competition & Acquisition Planning
- Subchapter C – Contracting Methods and Contract Types
- Subchapter D – Socioeconomic Programs

# Federal Acquisition Regulations (part 2)

- Subchapter E – General Contracting Requirements
- Subchapter F – Special Categories of Contracting
- Subchapter G – Contract Management
- Subchapter H – Clauses and Forms

# Business Designations

- Small Business
- Women-Owned Small Business (WOSB)
- Service-Disabled Veteran-Owned Business (SDVOSB)
- Small Disadvantaged Business Enterprise (SDB & 8(a) program)
- Historically Underutilized Business Zone (HUBZone)

# Small Business

- SBA defines who's small and who is not.
- Based on North American Industry Classification System (NAICS) codes – different for different types of businesses.
- NAICS Codes – 6-digit codes for every type of business: <http://www.census.gov/eos/www/naics/>

# Small Business

- Contract-specific – NAICS code is attached to the contract, not to your company.
- May be based on revenues or number of employees.



- FAR: 2.101 for definition of a small business.
- Small Business Size Standards:  
<http://www.sba.gov/contractingopportunities/officials/size/index.html>

# Women-Owned Small Business (WOSB)

- Must be “small” under SBA definitions.
- Minimum 51% owned by female(s).
- “whose management and daily business operations are controlled by one or more women.”

# Women-Owned Small Business (WOSB) part 2

- Self-certifying; may be certified by NHDOT as a Disadvantaged Business Enterprise (DBE):  
<http://www.nh.gov/dot/org/projectdevelopment/construction/laborcompliance/dbe.htm>
- SBA for WOSBs:  
<http://www.sba.gov/aboutsba/sbaprograms/onlinewbc/index.html>

# Service-Disabled Veteran-Owned Business (SDVOSB)

- Definition from FAR 2.101
- 51% owned by service-disabled veteran(s). Disability may be as low as 0%
- The management and daily business operations of which are controlled by one or more service-disabled veterans or, in the case of a service-disabled veteran with permanent and severe disability, the spouse or permanent caregiver of such veteran.

# Service-Disabled Veteran-Owned Business (SDVOSB)

- The Veterans Administration has special set-aside authority for VOSB.
- FAR 19.14 Governs SBVOSB contracts.
- SDVOSBs are self-certifying.
- Certification and assistance is available from the VA
  - Center for Veterans Enterprise:  
<http://www.vetbiz.gov/fpp/fpp.htm>

# Small Disadvantaged Business (SDB)

- SBA no longer certifies SDBs; more information at:  
<http://www.sba.gov/aboutsba/sbaprograms/sdb/index.html>
- Typical (but not all) SDBs are minority-owned.
- Must be owned (51%) and controlled by the disadvantaged individual(s). \$750K net worth cap.

# Small Disadvantaged Business (SDB)

- Now self-certifying. However, agencies & prime contractors may not accept self-certification. May require DBE certification (not WOSB).
- May be eligible to apply for SBA 8(a) program.  
<http://www.sba.gov/aboutsba/sbaprograms/8abd/>

# HUBZones

- Historically Underutilized Business Zones; areas identified by census data as below average income, above average unemployment, or both.  
<https://eweb1sp.sba.gov/hubzone/internet/index.cfm>
- NH has 5 HUBZones: All of Coos County, all of Plymouth, parts of Manchester, Nashua and Durham.

# HUBZones

- It is not enough to be located in a HUBZone - you must be certified by the SBA as a HUBZone business.
- The HUBZone business must be small (SBA definitions – includes “affiliates”). US owned & operated.
- At least 35% of employees must live in a HUBZone.
- Certification currently takes 9 months or more.

# For example: HUBZone

## Types of HUBZone contracts

- Competitive Set-aside - 2 or more qualified HUBZone companies
- Sole Source – direct to a HUBZone company
- Full and Open competition
- Subcontracts



# Position your business.

- Which program(s) are right for you?
- Are you eligible?
- How do you apply?
- How do you make the program work for you?

# Federal Small Business Goals

- Small Businesses – 23%

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- SDB – 5%
- WOSB – 5%
- HUBZone – 3%
- SDVOSB – 3%

# Federal Small Business Goals

AGENCY	Goaling Category	Goal	Achievements
<b>Government-Wide</b>	Small Business	23.00%	21.50%
	SDB	5.00%	6.76%
	WOSB	5.00%	3.40%
	HUBZone	3.00%	2.34%
	SDVOSB	3.00%	1.49%
<b>Dept. of Justice</b>	Small Business	36.81%	30.29%
	SDB	5.00%	5.68%
	WOSB	5.00%	4.96%
	HUBZone	3.00%	1.11%
	SDVOSB	3.00%	1.05%
<b>Dept. of Defense</b>	Small Business	22.40%	19.86%
	SDB	5.00%	6.05%
	WOSB	5.00%	3.54%
	HUBZone	3.00%	2.39%
	SDVOSB	3.00%	1.04%

# How do I get started with PTAP?

- Go to the website and answer our questionnaire ([www.nheconomy.com/ptap](http://www.nheconomy.com/ptap)).
- Give us a call at (603) 271-7581
- [Dave.pease@dred.state.nh.us](mailto:Dave.pease@dred.state.nh.us)
- Come and visit us at Pembroke Road in Concord (by appointment)
- Request a site visit – we'll come to you.

