



# What You Don't Know About Market Research WILL Hurt You

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# What You Don't Know About Market Research WILL Hurt You

Moderator: Scott Porter, Advanced Engineering Consultants

Speakers:

- Gloria Larkin, President & CEO, TargetGov
- Michael Reign , VP National Governments Business Practice, AECOM
- Stacy Swann, National Account Manager- DHS, DOJ, NASA, USACE, Office of Customer Accounts & Stakeholder Engagements, GSA
- Tiffany Shabanian, Program Manager, GSA



# HOUSEKEEPING NOTES & TIPS

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- ✓ **Questions will be addressed in the allotted time**
- ✓ **Presentations will be posted in the Attendee Service Center (ASC) post conference**



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## Moderator:



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## Panelists:



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# Making Market Research Easy: Enhancing Industry Partnerships

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# Market Research

Government Acquisition Professionals need to understand the marketplace to make informed acquisitions decisions so that they can meet agency goals.

The information and feedback Industry Partners provide, helps customers to visualize the competition and socioeconomic responses that customers can expect.

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# What is GSA's Market Research as a Service (MRAS)?

MRAS uses the latest research techniques to help agencies visualize the competition and streamline the market research process.

- Reduces acquisition time
- Aligns Agency needs with GSA FAS contracts and solutions
- Identifies the business size appropriate for the requirement

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# The MRAS Process

## Easy Steps to Transform Your Requirement

Market Research as a Service - for you and your mission!



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# How We Research

- We use commercially available software to streamline the process.
- We keep it simple
- We ask questions with a purpose but consider how we want to visualize the data.
- We use video, websites, demos, manuals, and more.



12:29  
page.

**PLEASE NOTE:** A valid email address is required in order to receive a receipt of your response. The requesting Agency's point of contact information will also be sent to this email once the RFI closes.

Company Name

GSA Contract Number

POC First Name

POC Last Name

POC Email

POC Phone #

Company Website (URLs only)

UEI #, Unique Entity Identifier

CAGE Code

Done

**Business Size:**

s - small business

e - other than small business

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# How We Research

- We ask yes or no questions.
- We ask for ranges, pre-set percentages, and more.
- We ask questions with visualization and creating data sets in mind.



## Technical Question(s) - Yes/No

You can further explain your response in the Capabilities Statement below.

	Yes	No
1. Is your company currently performing any contracts that would be considered the same as or similar to this requirement in size and scope?	<input type="radio"/>	<input type="radio"/>
2. Within the last three years, has your company performed any contracts that would be considered the same as or similar to this requirement in size and scope?	<input type="radio"/>	<input type="radio"/>
3. Would your firm be able to meet all requirements, and perform all services as outlined in the draft Statement of Work? If not, please elaborate in the space provided below.	<input type="radio"/>	<input type="radio"/>
4. Do you have any issues or concerns relating to any of the requirements or language included in the draft Statement of Work? If yes, please elaborate in the space provided below.	<input type="radio"/>	<input type="radio"/>
5. Do you have any concerns relating to providing the translation into Spanish of DataQs website text and user resources within 30 days of contract award? If yes, please explain your concerns in the space provided below, or as part of your attached capabilities document.	<input type="radio"/>	<input type="radio"/>
6. Do you currently have all the labor categories that would satisfy the requirement on your price list?	<input type="radio"/>	<input type="radio"/>

Done

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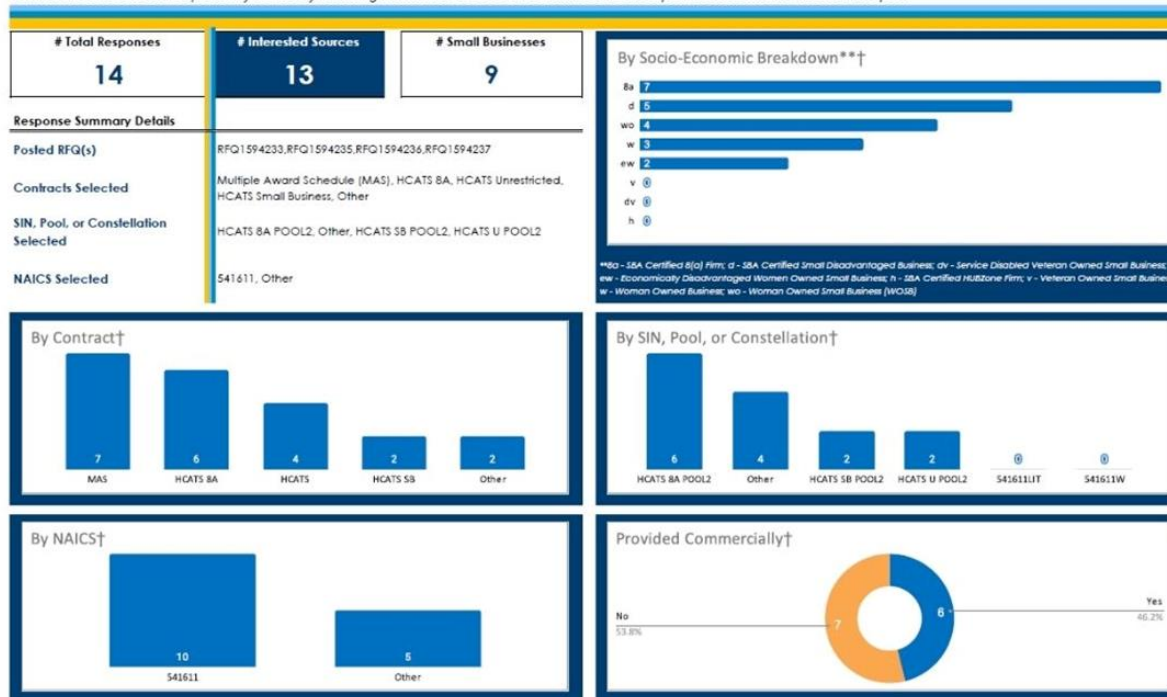
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# We Produce Visuals to Make Decisions Easier

## Competition Determination:

May generate adequate competition under the following GSA solution(s): Multiple Award Schedule (MAS), HCATS 8A, HCATS Unrestricted  
 May be able to target small businesses for this requirement.

All information should be independently verified by reviewing the market research data submitted and the capabilities statements linked to this report.



† Interested Sources Only

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# The Results

## Industry

- Visibility as potential source in front of customers.
- Access to GSA and Agency Points of Contacts.
- Responses to RFI lead to additional business; 50% or more of the requirements we research go to a GSA contract holder

## Agency Acquisition Professionals

- Provides agencies with visuals and data they can include in reports to Small Business.
- Provides agencies with narratives they can leverage for Acquisition Planning.
- Gives agencies an outlook on whether competition and socio-economic participation is likely.

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# How to find MRAS Surveys/RFIs

- All MRAS RFIs are posted via GSA's eBuy site as a [Request for Quote \(RFQ\)](#) and as a [Sources Selection](#) under the applicable SINs and contracts.
- If you're under the SIN and contract for that RFI you will get notified via email from eBuy and [rfi@research.gsa.gov](mailto:rfi@research.gsa.gov)
- All MRAS RFIs will include a [URL](#) that will take you to the RFI Survey Platform.
- Make sure the email associated with your company in eLibrary is [current and up to date](#), as RFI requests will be sent to that email.



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# Additional Information



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# Industry Training

## Making Market Research Easy - Enhancing Industry Partnerships

Want to learn more about Requests for Information (RFIs) and how they can be a useful tool for your business? This webinar will bring innovative insights on how to respond to GSA's RFIs by providing tips and tricks from the experts on how to fill out these important surveys. Participants in this session will walk away with a better understanding of why GSA collects industry responses and how the data collected shapes future purchasing decisions. Register now for this monthly webinar to stay informed and hear directly from GSA experts!

May 30th, 2023 - 12 pm - 1 pm ET

June 27th, 2023 - 12 pm - 1 pm ET

July 25th, 2023 - 12 pm - 1 pm ET

August 29th, 2023 - 12 pm - 1 pm ET

September 26th, 2023 - 12 pm - 1 pm ET

[REGISTER NOW](#)



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# Resources

## Market Research As a Service (MRAS)

### A Value Added Service - Available at no Additional Cost

Ready to submit your request for support? [Complete our on-line form](#)

Available Service Options:

- **Rapid Review** - Identifies if your requirement fits the scope of existing GSA acquisition solutions in 24-48 hours.
- **Request for Information/Market Research Report** - Streamlines the RFI process and consolidates the results into one report with visuals.
- **GSA Advantage Product Market Research** - Search up to 20,000 items on GSA Advantage at once.



- Visit [www.gsa.gov/csd](http://www.gsa.gov/csd) to find your local GSA Customer Service Director (CSD)
- For Assistance click: [Industry Help Request Form](#)
- Click [HERE](#) to sign up for future MRAS Industry Training
- For any additional questions, email: [rfi@research.gsa.gov](mailto:rfi@research.gsa.gov)
- Visit [www.gsa.gov/mras](http://www.gsa.gov/mras) for more information on GSA's Market Research as a Service (MRAS)

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## What Our Customers are Saying...

"...the customer utilized the MRAS RFI process to determine their overall acquisition strategy. **The MRAS program has proven to be a value added program!**

"MRAS helped me avoid doing it the way it's always been done before."

"...I used MRAS and in 10 days, had 40 people respond. GSA then went over the report and did a deep dive to identify specific socioeconomic factors. It was very helpful!"

"I am very satisfied with this process,...I am extremely happy with the results and plan to utilize the services again....I will share this positive experience with other supervisors in my organization and encourage them to utilize these services as well. Great Job!"

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# Discussion



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**Michael Reign**

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**Stacey Swann**

GSA

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info or  
questions:  
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**Tiffany Shabanian**

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# Q&A

- Gloria Larkin, GloriaLarkinTG@targetgov.com
- Michael Reign, Michael.Reign@aecom.com
- Stacy Swann, GSA [rfi@research.gsa.gov](mailto:rfi@research.gsa.gov)
- Tiffany Shabanian, GSA [rfi@research.gsa.gov](mailto:rfi@research.gsa.gov)





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