

# **Government Marketing Information List Federal Government**

## ***Federal Codes/Classifications***

### **Standard Industrial Classification (SIC) Code**

[www.osha.gov/oshstats/sicser.html](http://www.osha.gov/oshstats/sicser.html)

- Categorizes and classifies a company's products and/or services.
- Defines size of a company in terms of large versus small.
  - Service companies typically classified by sales per year.
  - Manufacturing companies typically classified by number of employees.
- SIC Code descriptions available at website.

### **North American Industry Classification System (NAICS)**

[www.census.gov/epcd/www/naics.html](http://www.census.gov/epcd/www/naics.html)

- Coding system that replaced SIC Codes on October 1, 2000.
- Categorizes and classifies a company's products and/or services.
- Defines the size of a company in terms of large versus small.
  - Service companies typically classified by sales per year.
  - Manufacturing companies typically classified by number of employees.
- Descriptions and information available at website.

### **Federal Supply Code (FSC)**

[www.thertg.com/secrc/fsc-codes/groups\\_new.html](http://www.thertg.com/secrc/fsc-codes/groups_new.html)

- Federal government coding system of products and services.
  - Services are classified from A-Z.
  - Products are classified from 10-99.

- This classification is further broken down into Federal Supply Classes (FSC) and National Stock Numbers (NSN).
- See web site for FSC descriptions.

### **Data Universal Numbering System (DUNS)**

[www.dnb.com](http://www.dnb.com)

- Used to identify companies for financial tracking.
- Required by federal government in order to obtain CAGE Code and TPIN.
- To obtain a DUNS number, contact Dun & Bradstreet at the above number.

### **Commercial and Government Entity (CAGE) Code**

[www.dlis.mil/cageserv.htm](http://www.dlis.mil/cageserv.htm)

- Five-digit code that identifies contractors doing business with the Federal Government, NATO member nations, and other foreign governments.
- Mandatory in order to do federal contracting.
- Automatically assigned when company completes CCR Registration online.
- Visit web site to verify if your company has an assigned CAGE Code.

### **Trading Partner Identification Number (TPIN)/Central Contractor Registration (CCR)**

[www.ccr.gov](http://www.ccr.gov)

- Mandatory for companies prior to even being considered for any DoD solicitations, awards, or payments.
- Registration requires a company's CAGE Code, TIN, SICs and FSCs.
- Companies must register online at sites above.

## ***Federal Market Resources***

### **SBA PRO-Net**

<http://pro-net.sba.gov>

- FREE and effective marketing tool for small businesses.
- An internet-based database of procurement information on small businesses.
- Used by contracting officers and prime contractors to seek qualified small companies.
- Highly recommended.
- Register at web site listed above.

### **WomenBizzOpp**

[www.womenbiz.com](http://www.womenbiz.com)

- SBA sponsored web site geared toward helping women-owned businesses do contracting with the government.
- Starting point for woman-owned businesses to find contracting opportunities.
- Provides information on sub-contracting opportunities, mentor-protégé programs, best practices and tips for woman-owned businesses marketing to the government.

### **Procurement Gateway**

<http://progate.daps.mil/home>

- Internet site used by the Defense Logistics Agency's three Supply Centers (DSCC- Columbus, DSCP – Philadelphia, and DSCR – Richmond) to electronically post and respond to solicitations.
- Provides ability to search RFPs, RFQs, and awards.
- Contains a user profile feature that performs automated and customized searches.

- All awards from DSCC, DSCR and DSCP are automatically emailed through this site.
- Registration and search capabilities are available at the site above.

### **General Services Administration (GSA) Federal Supply Schedules**

[www.fss.gsa.gov](http://www.fss.gsa.gov)

- GSA has federal supply schedules for just about every product and service.
- GSA provides the opportunity for vendors to get on these schedules to supply their products and/or services.
- Federal government contracting officers can purchase items directly from vendors on the schedules.
- Search the Schedules E-Library for contact information on a particular schedule as well as contractors already on the schedule.
- Search federal supply schedules on web site.

### **Federal BizOpps**

[www.eps.gov](http://www.eps.gov)

- Internet site listing federal business opportunities with GSA.
- This site allows you to download the appropriate solicitation package for the Federal Supply Schedules.
- Also provides the ability to search current solicitations of various agencies by number.
- You can register to be notified of federal business opportunities.
- Access site and download schedules on web site.
- Eventually will be used in place of Commerce Business Daily.

### **Commerce Business Daily**

<http://cbdnet.access.gpo.gov>

- Publication listing most federal government solicitations over \$25,000.
- Available in hard copy from the Government Printing Office or in electronic format over the Internet.
- Provides the ability to search past and present solicitations to determine who buys your product and/or service.
- Provides the ability to search awards to determine competitors.

### **Federal Acquisition Regulation (FAR)**

[www.arnet.gov/far/](http://www.arnet.gov/far/)

- Federal government's contracting guidelines.
- Standard regulations set up by the government that act as "laws" to federal contracting.
- Regulations and contract clauses are referred to in solicitation packages and can be referenced at web site above.

### **Naval Inventory Control Point (NAVICP)**

[www.navicp.navy.mil](http://www.navicp.navy.mil)

- Navy installation that manages an inventory of spare parts for ships and submarines.
- Contact SBA's Procurement Center Representative at 717.605.7525 or the Navy's Small Business Specialist at 717.605.7525 for information on what NAVICP purchases.

### **Selling to the Military Handbook**

[www.acq.osd.mil/sadby/publications/selling](http://www.acq.osd.mil/sadby/publications/selling)

- US Department of Defense – largest procuring agent worldwide.
- FY2000: Purchased \$143 billion worth of goods and services.
- Handbook is a guide on the “How To” of military procurement.

### ***Federal Business Certifications -***

#### **Small Disadvantaged Business (SDB)**

[www.sba.gov/sdb](http://www.sba.gov/sdb)

- A three-year certification strictly pertaining to benefits in federal procurement
- SBA certifies small businesses that meet specific social, economic, ownership, and control eligibility.
- Small disadvantaged businesses are eligible for price evaluation adjustments of up to 10 percent when bidding on federal contract in certain industries.
- The application and more information can be found at the web site listed above.

#### **8(a) Program**

[www.sba.gov/8abd](http://www.sba.gov/8abd)

- SBA certification for socially and economically disadvantaged businesses.
- The program was set up to guide small businesses through the federal contracting process.

#### **SBA’s Historically Underutilized Business Zone (HUBZone) Program**

[www.hubzone.com](http://www.hubzone.com)

- Certifies a firm for eligibility to receive HUBZone contracts.
- To qualify for participation, a company must be small, located in a “historically underutilized business zone,” owned and controlled by one or more U.S. citizens, and at least 35% of its employees must reside in a HUBZone.

- SBA must certify companies.
- Certification information, application, and HUBZone map are available at web site above.

## **Commonwealth of PA**

### ***General Information***

#### **Department of General Services (DGS)**

[www.dgs.state.pa.us](http://www.dgs.state.pa.us)

- Main purchasing office for supplies and services

#### **Become a registered vendor**

[www.dgs.state.pa.us/comod/forms/Vendapp.html](http://www.dgs.state.pa.us/comod/forms/Vendapp.html)

- Printing companies and suppliers of products must register as a vendor
- Complete application is available on web site

#### **Locate state bid opportunities**

[www.dgs.state.pa.us/comod/main.htm](http://www.dgs.state.pa.us/comod/main.htm)

- Our bid-lead matching program taps much of this information
- Other sources are PA Bulletin and DGS website

#### **Commonwealth Purchasing Agents**

[www.dgs.state.pa.us/opty.htm](http://www.dgs.state.pa.us/opty.htm)

- Responsible for purchasing products and services for state government offices
- A great marketing potential for small businesses
- List can be found on web site

## **Pennsylvania Department of Transportation (PennDOT)**

[www.dot.state.pa.us](http://www.dot.state.pa.us)

- State agency that procures products and services independently of DGS
- Have their own procurement rules and regulations

## **Pennsylvania Turnpike Commission**

[www.paturndpike.com](http://www.paturndpike.com)

Purchasing Department: [www.paturndpike.com/purchasing/purchasingdefault.htm](http://www.paturndpike.com/purchasing/purchasingdefault.htm)

- Responsible for 513 miles of road, 55 fare collection facilities, 22 service plazas, 2 traveler information centers, 20 maintenance facilities, 8 State Police Barracks, and 5 tunnels; Purchasing Department is responsible for procuring all products and services
- Interested companies must complete a Bidder's Application
- Visit the above web site for an application and the Vendor's Guide

## **Department of Treasury – Bureau of Contracts & Public Records**

[www.treasury.state.pa.us/Contracts.html](http://www.treasury.state.pa.us/Contracts.html)

800.252.4700

- Central point for gathering information on all state contracts over \$5,000
- Provides descriptions of contracts, names of previous bidders, pricing breakdowns and other information that may help with successful bidding on a contract

## **Keystone Opportunity Zone (KOZ)**

[www.koz.state.pa.us](http://www.koz.state.pa.us)

- Defined, limited areas with greatly reduced or no tax burden for businesses
- Designated by local communities and approved by the state

- Partnership between each community and region among state and local taxing bodies, school districts, economic development agencies and community-based organizations

### **PA SourceNet**

[www.pasourcenet.com](http://www.pasourcenet.com)

- Internet based system designed to bring buyers together with Pennsylvania suppliers of products and services
- Offered at no cost to companies throughout grants from the State and Federal governments
- It is highly recommended that your firm register with PA SourceNet

### **Made in PA**

[www.madeinpa.com](http://www.madeinpa.com)

- Internet passed list of products made in Pennsylvania
- Allows PA companies to register their products in order for other companies to search products
- Also provides links to assist businesses in various areas

## **City of Philadelphia**

### **Philadelphia Procurement**

[www.phila.gov/summary/procurement](http://www.phila.gov/summary/procurement)

- Access to bid document online
- Access to Vendors Guide: How to do business with the City of Philadelphia
- Procurement Forms

- Current Bidder's List
- Contact Information

### **Vendor's Guide To Doing Business With the School District of Philadelphia**

[www.philasch.k12.pa.us/exo/coo/vendorsguide.htm](http://www.philasch.k12.pa.us/exo/coo/vendorsguide.htm)

- Purchasing department/purchasing specifications
- Bidding Process, Bidder application form
- Invitation to bid schedule for 2001
- Instructions for online bid packaging

### **Minority Business Enterprise Council (MBEC)**

[www.phila.gov/MBEC/certifications.htm](http://www.phila.gov/MBEC/certifications.htm)

- Ensures WMBE's and DBE's are afforded equal access and opportunity to compete for contracts within the Philadelphia.
- Certifications forms and applications located on site
- Contact information available

### **MBEC Directory**

<http://Apps.phila.gov/commerce/mbeccdire.nsf>

- Search vendors by company name
- Search vendors commodity list in numeric or alphabetical order

### **Doing Business with SEPTA**

[www.septa.org](http://www.septa.org)

- Provides current list of outstanding bids and proposals
- Index of business opportunities
- Disadvantaged business enterprise directory

## **City of Philadelphia Water Department**

[www.phila.gov/water](http://www.phila.gov/water)

- Types of bids
- Minority/Women/ Disabled opportunities
- Vendor information update forms
- Contact information available