

Did you know . . . on market research August 20, 2012

1...that the AFARS states that market research is the responsibility of program managers or the requiring activity? In practice, this is a shared responsibility between the customer and the contracting community. See AFARS 5110.002.

2..that the extent of market research will vary, depending on such factors as urgency, estimated dollar value, complexity, and past experience? The contracting officer may use market research conducted within 18 months before the award of any task or delivery order if the information is still current, accurate, and relevant. FAR 10.002(b)(1).

3...that the DoD Source Selection Procedures addresses the importance of market research? It states that market research significantly influences the work statement, is central to designing an acquisition strategy and identifying candidate evaluation criteria which influence the overall source selection process. See Paragraph 2.1.2 of the DoD Source Selection procedures.

Classification: UNCLASSIFIED

Caveats: NONE