

Market Research (1 day)

COURSE PERSPECTIVE

This course covers developing a market research strategy, conducting market investigations, and performing a market analysis. Based on market research model, students are guided through each research step including using high-value websites and applying effective research strategies. Students receive templates for a market research meetings, a market research announcements, and a market research report.

FAC-COR COMPETENCIES

This course addresses FAC-COR technical competencies listed in the FAI Competency Model dated October 1, 2022 for *Market Research* [Indicators 3.1 - 3.4] and *Industry Engagement* [Indicators 4.1 - 4.4].

COURSE CONTENT

- Market research terms and requirements.
- Commercial versus noncommercial requirements.
- Primary areas of market research.
- Market research benefits.
- Market research roles and responsibilities.
- Developing a market investigation plan: key components and considerations.
- Identifying qualified contractors: GSA Solutions Finder and other databases.
- Identifying qualified small business.
- Accessing government and commercial databases to identify requirement documents.
- Querying contractors: methods and constraints.
- Planning and conducting one-on-one meetings.
- Preparing and issuing sources sought notices and requests for information.
- Pre-solicitation conferences: when are they appropriate and how should they be conducted.
- Market analysis for commercial goods/services acquisitions.
- Market analysis for noncommercial goods/services acquisitions.
- Preparing a market research report.

COURSE MATERIALS

Attendees receive a student guide comprised of 4 chapters, including easy-to-understand examples, and application exercises. It serves as an excellent desktop reference for later use.

COURSE COMPLETION REQUIREMENTS/CLPs

Eight (8) continuous learning points (CLPs) are issued for successful course completion based on 100% attendance. The instructor may grant up to 30 minutes of excused absence.