



U.S. General Services Administration

Federal Acquisition Service

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Federal Acquisition Service

Objective

- Gain insight how General Services Administration (GSA) is organized, its mission and the critical role GSA plays in federal procurement. Develop an understanding of the benefits of a Multiple Award Schedule (MAS) contract as you market your products and services to the federal government. Learn specifically which Schedule your products fall into and what the process is to obtain a MAS contract. Gather business intelligence about the federal marketplace as it relates to your specific market.



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GSA's Organization, Mission, and Role in Federal Procurement



GSA's Organization

- GSA delivers products, services, and policies to its federal customers through the Federal Acquisition Service (FAS), Public Buildings Service (PBS) and interacts directly with customers through 11 Regional Offices and the Central Office in Washington D.C.



GSA's Mission

- The U.S. General Services Administration (GSA) leverages the buying power of the federal government to acquire best value for taxpayers and our federal customers. We exercise responsible asset management. We deliver superior workplaces, quality acquisition services, and expert business solutions. We develop innovative and effective management policies.



Role in Federal Procurement

- As the manager of thousands of federal properties, GSA is a leader in providing sustainable and innovative solutions for design, workplace management and construction.
- GSA serves as the acquisition and procurement arm of the federal government, offering equipment, supplies, telecommunications, and integrated information technology solutions to federal agencies so that agencies can focus on doing what they do best—serving the public.
- GSA develops governmentwide regulations and policies that encourage agencies to use the best, most cost-effective management practices.



What is the Multiple Award Schedule (MAS) program and what are the benefits of a MAS contract?



What is the Multiple Awards Schedule (MAS) Program?

- Schedule – a grouping of similar or comparable products/services
- Special Item Numbers (SINs) – subcategories of products/services within a Schedule
- Widely accepted commercial acquisition vehicle offering millions of products and services
- Competitive IDIQ contracts
- Authorized Purchasers – GSA Order ADM 4800.2E
- Bridges commercial buying practices
- Direct relationship with industry



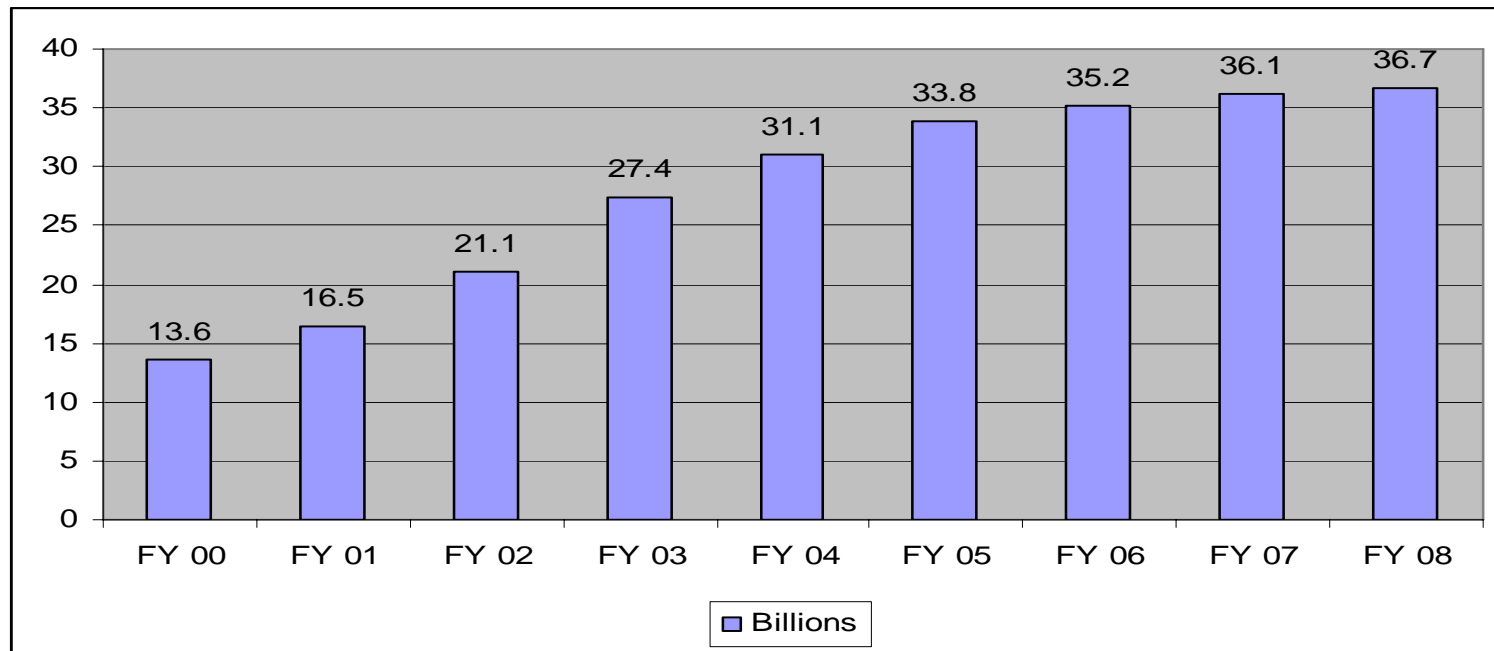
What a MAS contract is Not:

- A guarantee of any business or of profitability
- An automatic introduction of your company's capabilities to the customer
- A way to start your business
- A socio-economic program



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Total MAS Contract Sales (\$Billions)





Benefits of MAS Contract for Customers:

- Eliminates need for agency to write own RFP
- Allows ordering agencies to select products/services based on best value to the end user
- Offers products/services that meet definition of commercial item defined in FAR Part 12
- Establishes a direct relationship between ordering agency and contractor



Who is eligible to obtain a MAS Contract?

- Commercial firms and non-profit organizations
- MAS contracts are awarded to responsible contractors that propose fair and reasonable pricing, conform to the solicitation requirements, and are in the best interest of the Government
- MAS solicitations are continuously open – new offers can be submitted at any time



What Schedules do uniforms fall under and what is the process to obtain a MAS contract?



MAS Schedules with Uniforms

- 65 II A – Medical Equipment and Supplies
 - Patient/Nurse/Doctor Hospital Clothing
 - Special Item Numbers (SINs) A33A, A33B and A33C
- 73 – Food Service, Hospitality, Cleaning Equipment and Supplies, Chemicals and Services
 - Hospitality Wear
 - SINs 852-3 and 852-4



MAS Schedules with Uniforms, continued

- 78 – Sports, Promotional, Outdoor, Recreation, Trophies and Signs (SPORTS)
 - Athletic clothing
 - SIN 192-45
- 84 – Total Solutions for Law Enforcement, Security, Facilities Management, Fire, Rescue, Clothing, Marine Craft and Emergency/Disaster Response
 - Special Purpose Clothing
 - Multiple SINS



How to obtain a MAS Contract

- Where to start
- The make-up of an offer
- How to submit an offer
- After submittal of an offer
- Preparation for award
- After award – contract administration



Where to start

- Identify products/services Schedule/SINs at GSA eLibrary (www.gsaelibrary.gsa.gov)
- Obtain Solicitation from Fedbizopps – link on eLibrary
- “Read Me First” file
- Solicitation and any applicable attachments or exhibits



The make-up of an offer

- Solicitation and Standard Form 1449
- Attachments or Exhibits
- Commercial Price List
- Subcontracting Plan (for Large Businesses)
- Open Ratings Report
- Register your company in Central Contractor Registration (CCR) and Online Representations and Certifications Application (ORCA)
- Commercial Sales Practices
- Letters of Commitment
- Agent Authorization Letter



How to submit an Offer

- Read the entire solicitation
- Respond to all requirements
- Have a corporate officer sign all required documents
- Submit original to the appropriate Acquisition Center



After submittal of offer

- Offer is assigned to a Contract Specialist
 - Reviews for responsiveness
 - Checks financial capability
 - Checks experience & performance capability
 - Contacts vendor for clarifications
 - Establishes timeframe for response



After submittal of offer, continued

- Negotiations
 - Identify Most Favored Customer (MFC)
 - Establish Terms and Conditions
- Define/discuss clauses
 - Price Reduction Clause, Economic Price Adjustment (EPA), Modifications, Sales Criteria, Cancellation, Industrial Funding Fee (IFF), GSA Advantage



Preparation for award

- Final Proposal Revision
 - MFC clearly identified
 - Government discounts
 - Delivery time
- GSA Contract Number issued



After award – contract administration

- Submit price list reflecting GSA net pricing
- Report Sales-Vendor Support Center online: www.gsa.gov/vsc
- Industrial Funding Fee (IFF)
- Submit GSA product/services pricing electronically via *GSA Advantage!*® within 6 months of award
- Contract Modifications
 - Add/Delete products/services
 - Economic Price Adjustments/Price Reductions
 - Changes within your company



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eTools

- *GSA Advantage!*[®] (www.gsaadvantage.gov)
 - Your tool to offer your products/services online in an easy to use e-commerce site
- Vendor Support Center (www.vsc.gsa.gov)
 - The Vendor Support Center is the online source for vendors to get information, review and report sales
- GSA eLibrary (www.gsaelibrary.gsa.gov)
 - eLibrary is the online source for GSA and Department of Veterans Affairs (VA) Schedule contract award information
- e-Buy (www.gsa.gov/ebuy)
 - An electronic Request for Quote system that will allow customers to submit their requirements with an opportunity for your company to respond electronically



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Gathering business intelligence about the federal marketplace as it relates to your specific market



Potential customers

- Executive and other Federal Agencies
- The District of Columbia
- Cost Reimbursable Government Contractors authorized in writing by a Federal agency
- In some instances, State and Local Agencies



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Marketing tips

- *GSA Advantage!*®
- Industry trade shows
- GSA home page (www.gsa.gov)
- Federal Yellow Book:
(www.leadershipdirectories.com/products/fyb.htm)
- Previous federal contacts
- Federal Business Opportunities (FedBizOpps)
- GSA EXPO (June 9-11, 2009)



Points of Contact for each Schedule

- 65 II A - Paul Skalman 708-786-5247
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Questions?