



# Small Business Marketing Guide

Program Manager: 256-895-1050

U.S. ARMY CORPS OF ENGINEERS

BUILDING STRONG®



The U.S. Army Engineering and Support Center, Huntsville, fully complies with the Small Business Regulatory Enforcement Fairness Act (SBREFA) of 1996 and supports the government's policy of placing a fair proportion of our contracts with qualified small, small disadvantaged, women-owned, HUBZone, veteran-owned and service-disabled veteran-owned business concerns. At Huntsville Center, we consider small business to be the heart of the U.S. economy and a vital part of the Army Corps of Engineers' procurement process.

## Know Your Customer

Do your homework. There are different marketing strategies and different customers within the USACE for each product or service. As with any customer, it is best to do some research about the activity before contacting them. We maintain our own web and provide valuable information that is helpful in identifying our many programs. You can familiarize yourself with us by reviewing our program fact sheets at [www.hnc.usace.army.mil](http://www.hnc.usace.army.mil). It is very important that you first know if your firm's capabilities match the product or service the Army Corps of Engineers procures.

## Consider the following:

- Why should the Huntsville Center contract with my company?
- In what ways are my products or services well beyond those of my competitors?
- What are my demonstrated qualifications?
- Why is my specialized experience and technical competence better than others in my field?
- Do I have the capacity to accomplish the work in the required time and within the allocated budget?
- How has my performance been in the past?

## Be Ready

It is important that you are familiar with the federal regulations that govern contracting procedures and regulations. All regulations are available online.

- Federal Acquisition Regulations (FAR)
- The Defense Federal Acquisition Regulations Supplement (DFARS)
- The Army Federal Acquisition Regulations Supplement (AFARS)
- The Engineer Federal Acquisition Regulations Supplement (EFARS)

---

**U.S. Army Corps of Engineers – Engineering and Support Center, Huntsville**

P.O. Box 1600, Huntsville, AL 35807 Public Affairs Office 256-895-1694

[www.hnc.usace.army.mil](http://www.hnc.usace.army.mil)

Distribution A - Approved for Public Release - Unlimited Distribution - Release 0120

You must have a CAGE Code, a DUNS number and be registered in the System for Award Management to be eligible for a contract award.

- Data Universal Numbering System (DUNS) — <http://www.dnb.com/get-a-duns-number.html>
- Commercial and Government Entity (CAGE) Code — <http://www.dla.mil/cagecoderequestorupdate/>
- CageCodeHome.aspx
- System for Award Management (SAM) – <https://www.sam.gov/>

### **Monitor procurement advertisements daily.**

Huntsville Center uses formal solicitation procedures and publishes public notices for major program actions and predominantly utilizes best value, negotiation procedures. All actions over \$25,000 are published on the following websites:

Federal Business Opportunities (FedBizOpps) [www.fbo.gov](http://www.fbo.gov) – All federal agencies are required to use FedBizOpps to provide public notice for solicitations more than \$25,000.

Army Single Face to Industry (ASFI) <https://acquisition.army.mil/asfi/> – This site provides vendors a single entry point to search for, view and respond securely to Army solicitations. ASFI provides a seamless, paperless Web environment tying commercial vendors to Army buyers.

### **Stay Alert!**

Always respond to announcements for “Sources Sought” on the Federal Business Opportunities website that match with your firm’s capabilities. Adequate responses could lead to the actual procurement being set aside for small businesses.

Make it a point to attend business networking opportunity conferences, trade fairs and other federally sponsored liaison meetings in your area. This is an excellent opportunity to meet one-on-one with small business and procurement specialists and program managers who can assist small businesses with finding information about upcoming government contracts.

### **Seek opportunities in our second largest market.**

Many of DOD’s requirements are beyond the scope of a single small business. We encourage you to investigate potential subcontracting opportunities with DOD Prime contractors.

- [www.hnc.usace.army.mil/BusinessWithUs/SmallBusiness.aspx](http://www.hnc.usace.army.mil/BusinessWithUs/SmallBusiness.aspx)
- [www.acq.osd.mil/osbp/sb/dod.shtml](http://www.acq.osd.mil/osbp/sb/dod.shtml)
- <http://web.sba.gov/subnet>

### **GSA Schedules**

More and more of our products and services are being purchased from General Services Administration (GSA) schedules. GSA schedules information can be found at [www.gsa.gov/portal/category/100611](http://www.gsa.gov/portal/category/100611).

### **Other Valuable Sources and websites**

- U.S. Small Business Administration – [www.sba.gov](http://www.sba.gov) and [www.business.gov](http://www.business.gov)
  - Local Procurement Technical Assistance Centers
  - Small Business Development Centers [www.sba.gov/offices/headquarters/osbdc](http://www.sba.gov/offices/headquarters/osbdc)
  - SCORE Association <http://score.org/about-score>
  - SBA Women’s Business Centers <https://www.sba.gov/tools/local-assistance/wbc>
- U.S. Army Corps of Engineers – [www.usace.army.mil](http://www.usace.army.mil)
- U.S. Small Business Administration’s Subcontracting Network – [www.sba.gov/subnet/](http://www.sba.gov/subnet/)

### **Contact us**

After you have identified our programs, researched our requirements and familiarized yourself with procurement regulations and strategies, it is time to market your product or service directly. Realize that, like you, our time is valuable and if the match is a good one, you can provide us with a cost-effective, quality solution to our requirements. Send us an email at [sbo-hnc@usace.army.mil](mailto:sbo-hnc@usace.army.mil) expressing an interest in self-marketing your firm to the Army Corps of Engineers and be prepared to provide a brief written summary of your products or services.

---

**U.S. Army Corps of Engineers – Engineering and Support Center, Huntsville**

P.O. Box 1600, Huntsville, AL 35807 Public Affairs Office 256-895-1694

[www.hnc.usace.army.mil](http://www.hnc.usace.army.mil)

Distribution A - Approved for Public Release - Unlimited Distribution - Release 0120