



## MARKETING ASSESSMENT SKILLS

### *Reach New Markets*

To make your business more attractive to the Federal Government, extend your domestic market reach, and expand your business to foreign economies, you must be able to effectively market your company and products. These skills include business planning, networking, management training and obtaining all of the necessary classifying codes to identify your business.

### **The Small Business Administration (SBA)**

The Small Business Administration helps Americans start, build and grow businesses through an extensive network of field offices and partnerships with public and private organizations. The SBA offers several services and programs to assist businesses with marketing.

Marketing to the Federal Government:  
<http://www.sba.gov/content/marketing-federal-government>

Developing a Market Plan:  
<http://www.sba.gov/content/developing-marketing-plan>

### **Other Government Resources:**

Market Research Tools:  
<http://export.gov/mrktresearch/index.asp>

### Department of Defense's Office of Small Business Programs

Department of Defense's Office of Small Business Programs is committed to maximizing the contributions of small business in DoD acquisitions and creating opportunities for small businesses by offering several programs and offering marketing advice.

### Additional Resources:

Guide to Marketing to DoD:  
<http://www.acq.osd.mil/osbp/sb/guide.shtml>

Marketing Basics:  
<http://www.acq.osd.mil/osbp/docs/MarketingToDoD.pdf>

### Contact Information:

DOD Office of Small Business Programs  
4800 Mark Center Drive  
Suite 15G13 – East Tower  
Alexandria, VA 22530

(571) 372-6191

<http://www.acq.osd.mil/osbp/>

Small Business Administration  
740 15th Street NW Suite 300  
Washington, DC20005  
(202) 272-0345  
<http://www.sba.gov>

## **Other Government Resources, continued:**

**The North American Industry Classification System (NAICS)** is the standard used by federal statistical agencies in classifying businesses for the purpose of collecting, analyzing and publishing statistical data related to the U.S. economy. Various agencies and organizations have also begun using NAICS as a basis for their procurement programs, requiring that a NAICS code be provided for each good or service to be procured.

For more information regarding NAICS codes:

<http://www.census.gov/eos/www/naics/>

**DUNS codes** are a unique, 9-digit number needed for each physical location of your company in order to bid on a government proposal.

Obtaining a DUNS number: <http://www.sba.gov/content/getting-d-u-n-s-number>

## **Minority Business Development Agency**

The Minority Business Development Agency (MBDA), an agency in the US Department of Commerce, helps create and maintain U.S. jobs by promoting the growth and global competitiveness of large, medium and small businesses owned and operated by members of the minority and diaspora communities. Through a national network of more than 40 business centers and a wide range of domestic and international strategic partners, MBDA provides clients with the technical assistance and access to capital, contract opportunities and new markets that they need to create new jobs.

MBDA: <http://www.mbda.gov/>

## **National Institute of Standards and Technology's Manufacturing Extension Partnership (MEP)**

The National Institute of Standards and Technology's Manufacturing Extension Partnership (MEP) works with small and mid-sized U.S. manufacturers to help them create and retain jobs, increase profits and improve efficiency. Their Lean Product Development and Design methods and principles help firms reduce time to market, improve resource utilization and reduce new product development risk, while cutting waste, reducing product costs and product development expense.

General Information: <http://www.nist.gov/mep/>

Local MEP Centers: <http://www.nist.gov/mep/find-your-local-center.cfm>