



SUBCONTRACTING OPPORTUNITES

1. The Opportunity

There is a huge market available to you as a subcontractor for a government prime. The following pages will provide you some insight into this market. Major prime contractors and subcontractors receiving contracts valued over \$500,000 (\$1 Million for construction) are required to develop subcontracting plans. Listed below are some of the big players in Unites States Government contracting. This list was obtained from the Federal Procurement Data System. http://www.fpdc.gov/fpdc/fpdc_home.htm

Research and Development

Lockheed Martin Corp.
Boeing Corp.
Boeing Sikorsky Comanche
Northrop Grumman Corp.
United Technologies Corp
Raytheon Co.
The Aerospace Corp.
Science Applications Intl
TRW
Battelle Memorial Institute

ADP Services and Equipment

Northrop Grumman
WorldCom Inc.
Dell Computer Corp.
SAIC
General Dynamics Corp.
Lockheed Martin Corp.
EDS
Computer Science Corp.
GTSI Corp
Dyncorp
IBM
Accenture LTD.

Construction

Raytheon Co.
Hensel Phelps Const.
AMEC PLC
Dick Corp.
Caddell Const.
Great Lakes Dredge & Dock
Centennial Contractors Enter.
Flour Corp.
Halliburton Co.
Phillip Holzmann AG
Bechtel Grp
United Defense Ind.
Centex Corp.

Supplies and Equipment

Boeing Co.
Lockheed Martin Corp
Northrop Grumman
General Dynamics
Raytheon Co.
Untied Technologies Corp
General Electric Co.
Honeywell International
L-3 Communications Holding
Cardinal Health
General Motors Corp.

2. Find the Primes and the Contacts

The first approach to finding information about Prime Contractors that have contracts with military government agencies is to search the following website: <http://www.acq.osd.mil/sadbu/publications/subir/index.html> Click on “Subcontracting Opportunities with DOD Major Prime Contractors” and then the state that is of interest. This Directory is issued annually by the OSD SADBUE office and lists by state, the names and addresses of DOD prime contractors that have military contracts, the product or service line that the company provides to the DOD, and the name and telephone number of each Prime Contractor’s **Small Business Liaison Officer (SBLO)**. This is the person you want to contact to find out how to do business with that company. This may ultimately be the person that you have to market to in order to do business with that company.

Another approach to finding primes with subcontracting work is through SUB-Net at <http://web.sba.gov/subnet> This website will also provide you a listing of Primes. However, the web site is designed primarily as a place for large businesses to post solicitations and notices. It is also used by government agencies to include state and local, nonprofit organizations, universities and foreign governments to post business opportunities. You can identify subcontracting opportunities in one of two ways: You can search for opportunities that might be a fit for your capabilities, or you can fill out a profile about your company and have notices about opportunities that match your profile automatically sent to you.

There are also other websites that list Prime Contractors, some of these are:

Air Force Subcontracting http://www.selltoairforce.org/subcon_main.asp
GSA Subcontracting http://w3.gsa.gov/web/i/subs_dir.nsf

3. Marketing to the Primes:

a. The first step is to get to know your own capabilities. What can you make/provide? Develop a Capabilities Statement.

b. Next get to know your Customer, the Prime. You need to learn everything you can about each prime that might offer some opportunity for you.

How conduct its business?

What it needs?

What it doesn’t need?

What does the prime sell or produce?

What does the prime make in-house?

What does it need to fulfill its manufacturing needs?

What’s important to this prime?

What are its hot buttons?

Fast Service, Quality, etc.

Can you be competitive?

c. You can find much of this information from the Primes website. Also search the local newspapers, the Wall Street Journal, the business section in your local Library.

d. Know your competition. Your goal is to gather as much intelligence as you can about these companies, including the type of work they are doing for the prime contractors, how much work they are getting, how they work with a particular prime, what they do best. This information is not easy to get but it can help you immensely.

e. Sell Your Company. Call the SBLO of the Prime and ask for an appointment to discuss our company's capabilities. If you get an appointment, develop a short and concise power point presentation about your company. Take your companies capabilities statement with you. If you cannot get appointment ask the SBLO if it would be ok to send a copy of your Capabilities Statement. Note the following:

Five Things You Should Never Say During a Presentation

1. **“We do good work”** Prove to them that quality and delivery are central to your business. Explain your quality assurance procedures or better yet show them your quality manual.
2. **“You can't go wrong with us”** Instead refer them to your capabilities statement that shows a list of your customers.
3. **“You'll really like us”** Emphasize that you always come through, as promised, on quality, delivery, and any other project requirements that you sign up for. Give them examples.
4. **“I know my trade”** Explain how you have made your business more efficient over the years and again referring to your customer list.
5. **“We'll do anything and everything for you”** This is unrealistic. Let them know that you are ready and willing to abide by their protocols and procedures.

f. Lastly get on their approved/preferred vendor list. Ask about it. Fill out the application.

Becoming a subcontractor takes hard work, persistence and a thick skin for rejection. Even when you do everything “right” you may still be passed over simply because you don't fit the profile of what the prime is looking for.