



MISSION & INSTALLATION CONTRACTING COMMAND (MICC)

Doing Business with MICC *A Step-By-Step Guide for Small Businesses*



“CONTRACTING FOR SOLDIERS”

FOREWORD

The objective of this guidebook is to assist small businesses with doing business with the Department of Army, Mission and Installation Contracting Command (MICC). The mission of the MICC Office of Small Business Programs (OSBP) is to reach out to small businesses and ensure maximum opportunity is afforded to all Small, Service-Disabled Veteran- Owned (SDVO), Historically Underutilized Business Zone (HUBZone), Small Disadvantaged Business (SDB), Women- Owned Small Business concerns (WOSB) and Historically Black Colleges and Universities/Minority Institutions/Tribal- Owned Colleges/Hispanic Institutions interested in contracting with the MICC. OSBP personnel and small business specialists will work diligently to ensure effective implementation of the Army's Small Business Programs and fulfillment of the MICC's mission.

The MICC provides Army commands, installations and activities with responsive contracting solutions and oversight. MICC OSBP is dedicated to be an integral part of the acquisition team to meet the needs of America's Soldiers. It ensures maximum contracting opportunities are afforded to all small business socioeconomic categories, thus effectively implementing the MICC's Small Business Program.

Entering into the government marketplace can be an overwhelming experience for a new small business. This guidebook has been developed to assist your company during this journey.

You will find this guide an invaluable tool containing information, resources and links to assist your company with doing business with MICC.

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1. Getting Started

Do you have a Commercial and Government Entity (CAGE) code and Data Universal Number System (DUNS)?

a. In order to do business with the government, you must register with and receive specific numbers from each of these entities. This will assist the government with future tracking.

b. CAGE code: The code is used to support a variety of mechanized systems throughout the government. The code provides for a standardized method of identifying a given facility at a specific location. The code may be used for a facility clearance, a pre-award survey, automated bidders lists, pay processes, source of supply, etc. In some cases, prime contractors may require their sub-contractors to also have a CAGE code. To obtain a CAGE code visit http://www.dlis.dla.mil/cage_welcome.asp.

c. DUNS: To obtain a DUNS number, go to www.dnb.com or <https://iupdate.dnb.com/iUpdate/companylookup.htm>.

Are you registered in the System for Award Management (SAM)?

The System for Award Management (SAM) is the official U.S. government system. There is NO fee to register for this site. Entities may register at no cost directly from this page. User guides and webinars are available under the Help tab on the SAM site.

What is your company's size standards per the North American Industry Classification System (NAICS)?

The Small Business Administration (SBA) is responsible for establishing size standards for determining whether a business is small on any particular type of solicitation. The standards are numerous, therefore contacting SBA or the contracting office may be necessary for specific application except when dealing with a particular solicitation in which the size standard is always published. Size standard information may be found on the SBA website at www.sba.gov. For additional NAICS information, visit www.census.gov/naics.

Does your company accept the Government Purchase Card (GPC)?

GPC purchases allow selected individuals outside the contracting office to place orders for needed supplies under \$3,000, services under \$2,500, or construction under \$2,000.

Does your Small Business fall under one of the Small Business (SB) Classifications?

To learn if your company may fall under a specialized small business program, go to www.sba.gov. Here you will be able to find your answer and access a directory to find your local SBA representative. SBA will work with you to determine if your company

qualifies for one of the following: Service-Disabled Veteran-Owned (SDVO), Historically Underutilized Business Zone (HUBZone), Small Disadvantaged (SD), Women-Owned Small Business concerns (WOSB), and Historically Black Colleges and Universities/Minority Institutions/Tribal-Owned Colleges/Hispanic (HBCU/MI).

Have you developed a capabilities statement/line card?

(Sample in Appendix) It is highly recommended that you develop a one page synopsis of your company to forward to government officials in addition to introducing yourself to prospective prime contractors. The line card/capabilities statement may include:

- a. A brief description of your company and what products and services are offered
- b. Past performance
- c. Point of contact information
- d. Website address and links
- e. All of the following, if applicable: General Services Administration (GSA) Schedule Contract Number, NAICS code(s), DUNS number, and CAGE code.

The capabilities statement/line card is a critical component when entering into business with the government. It should include all relevant information, but in a summary format. Government officials have storage limits on their email accounts. If the email attachment is too large (e.g. too long in length, elaborate graphics, etc.) then it may not be received or it may lock up the email system of the receiver and may be deleted immediately in order to free up space.

It is also recommended that you put the NAICS codes associated with your company's industry on the back of business cards given to government officials.

Have you contacted your local MICC small business specialist (SBS)? You may locate your local MICC SBS by going to the OSBP homepage www.sellingtoarmy.com and search, or you may go directly to <http://www.micc.army.mil/contact-sbo.asp> to locate your local SBS. They will be able to assist you with installation-specific policies and procedures. Most of the Army's buying activities make purchases to support their individual base requirements and are considered local buys. Be prepared to provide a brief written summary of your products/services (e.g. capabilities statement/line card.) You may also call the SBS to schedule a meeting to discuss the services/products that your company offers.

2. Small Business Administration (SBA)

SBA was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. SBA recognizes that small business is critical to economic recovery and strength, building America's future, and helping the United States compete in today's global marketplace. Although SBA has grown and evolved in the years since it was established in 1953, the bottom line mission remains the same ... the SBA helps Americans start, build and grow businesses.

Since its founding, SBA has delivered millions of loans, loan guarantees, contracts, counseling sessions and other forms of assistance to small businesses.

- Section 2(a) of the Small Business Act of 1958 acknowledges the important role that SB play in America’s freely competitive, private enterprise economic system. It declares a national policy of assisting and protecting the interests of SB concerns.
- National Policy requires “SB have the maximum practical opportunity to participate in the performance of contracts awarded by any Federal agency”
- Federal Acquisition Regulation (FAR) Part 19 follows the rules and guidance of the SBA. The Army must adhere to SBA rules and regulations. MICC and the SBA team together to meet the small business goals of the Army.

Businesses are encouraged to visit SBA’s website www.sba.gov They have multiple resources to assist small businesses such as: Small Business Planner, Free Online Training, Compliance Assistance, Local Resources, Financial Assistance/Grant Information, Marketing and Outreach, Statistical Data, Federal Forms, Publications, Laws and Regulations, Write a Business Plan, Manage Your Business, Obtain Licenses and Permits, Strategic Planning, Budget and Performance. Contacting an SBA district office near you will be a great time investment. To find your district office, follow this link: <http://www.sba.gov/about-offices-list/2>.

3. Counseling and Training Partnerships

There are multiple small business counseling and training partnerships available through a variety of programs strategically located around the country.

Procurement Technical Assistance Centers (PTAC):

PTAC’s mission is to maximize the number of capable U.S. companies participating in the government marketplace by providing businesses nationwide with an understanding of the requirements of government contracting and the marketing know-how they need to obtain and successfully perform federal, state, and local government contracts, and supporting government agencies in reaching and working with the suppliers they need. Find more information at www.aptac-us.org.

Service Corps of Retired Executives (SCORE)

The SCORE Association is a resource partner of the SBA dedicated to entrepreneur education and the formation, growth and success of small businesses nationwide. There are more than 10,500 SCORE volunteers in 374 chapters operating in more than 800 locations who assist small businesses with business counseling and training. SCORE also operates an active online counseling initiative. Learn more at

www.score.org.

Small Business Development Centers (SBDC)

The Office of Small Business Development Centers (SBDC) provides management assistance to current and prospective small business owners. SBDC offer one-stop assistance to individuals and small businesses by providing a wide variety of information and guidance in central and easily accessible branch locations. The program is a cooperative effort of the private sector, the educational community and federal, state and local governments and is an integral component of Entrepreneurial Development's network of training and counseling services. For more information, visit www.asbdc-us.org.

Women's Business Centers (WBCs)

Women's Business Centers represent a national network of nearly 100 educational centers designed to assist women start and grow small businesses. WBCs operate with the mission to level the playing field for women entrepreneurs, who still face unique obstacles in the world of business.

Veterans Business Outreach Program (VBOP)

VBOP is designed to provide entrepreneurial development services such as business training, counseling and mentoring, and referrals for eligible veterans owning or considering starting a small business. The SBA has eight organizations participating in this cooperative agreement and serving as Veterans Business Outreach Centers (VBOC). Find more information at <http://sba.gov/vets>. A complete list of the VBOCs and their coverage areas can be found at <http://www.sba.gov/content/veterans-business-outreach-centers-0>

4. Small Business Goals

The Small Business Act requires that the president establish annual government-wide goals for procurement awards. Each federal agency has socio-economic policies to provide SBs, SDBs, 8(a) firms, SDVOSBs and WOSBs with the "Maximum practicable opportunities to participate in agency acquisitions at the prime contract level." The MICC, too, has goals, which follow:

MICC 2013 Small Business Goals

Small Business Category	FY 2013 Goal	Achievement
Small Business	45.8%	46.0%
Small Disadvantaged	24.0%	25.6%
Women-Owned	9.5%	9.0%
HUBZone	10.0%	9.2%
SDVOSB	6.0%	6.2%

NOTE: MICC 2014 Small Business Goals have not been established

5. Opportunities

There are numerous opportunities for a company seeking business.

Federal Business Opportunities (FedBizOpps)

Federal Business Opportunities are posted on www.fbo.gov. This is a single point of entry for the federal government and should be monitored daily. Vendors can learn about all federal opportunities greater than \$25,000 through this web site. Search options include key words, activity, solicitation number, etc.

General Services Administration (GSA)

Through the GSA Multiple Award Schedules (MAS) program, GSA establishes long-term government-wide contracts with commercial firms to provide access to millions of commercial products and services at volume discount pricing. For more information on the schedule program, please see the [MAS Desk Reference](#) guide at

<https://apps.fas.gsa.gov/cmls/search.cfm?5A5541445E425C0E041D09071C0008030306>.

Subcontracting

Regardless of your product or service, it is important that you not neglect the very large secondary market. Many of DoD's requirements may be beyond the scope

of a single small business. It is encouraged that prime contractors subcontract and team with small business concerns.

The SBA also offers a website to search for or post subcontracting opportunities that can be found at <http://www.sba.gov/subnet>.

Participation as a subcontractor can be profitable if a prime contract job is not desired or if a business wants to gather experience and network with other companies. At many Army installations, when solicitations with subcontracting opportunities have been issued, prospective subcontractors and suppliers may download a copy of the list of plan holders or request this information from the MICC small business specialist. The list will provide names and addresses of firms expected to bid as prime Contractors. Multiple installations also have available the current contracts on their specific installation's web site where companies may contact the contractors directly to inquire about subcontracting opportunities.

DoD Email

The Department of Defense - Electronic Mall, or DOD EMALL, is a web-based online ordering platform meant to provide a full service e-Commerce site to find and acquire off the shelf, finished goods and services from the commercial marketplace and government sources for the Defense Department and other State and Federal agencies. Information is also available at <https://dod-email.dla.mil/acct/>.

IT Equipment

MICC utilizes Computer Hardware, Enterprise Software and Solutions (CHESS) (formerly known as ASCP) as the primary source for information technology products and services. Vendors may obtain information about CHESS, information technology (IT) contracts, and blanket purchase agreements at <https://chess.army.mil>.

Other Areas of Interest:

Document Automation and Production Service (DAPS), a part of the Defense Logistics Agency, is the priority source for all printing needs. Interested vendors may obtain additional information at www.daps.dla.mil or by calling 1-877-DAPS-CAN.

Military Surface Deployment and Distribution Command (MSDDC) is the contracting source for transportation requirements, to include the movement of freight. Find more information at www.sddc.army.mil.

Defense Logistics Agency (DLA) Many military type items are available through the Government Supply System. Our customers must initially determine whether or not items are available through the Government Supply System. The DLA is the primary source for assignment of national Stock Numbers (NSNs) and

procurement of items for availability through the Government Supply System.
www.dla.mil

Veterans Affairs (VA) For information on doing business with the VA, go to
<http://www.vetbiz.gov>

Veterans Business Outreach Program Contact information for the eight centers is available at:
http://www.sba.gov/aboutsba/sbaprograms/ovbd/OVBD_VBOP.html

6. Contracting Regulations

It is important that you become familiar with federal contracting procedures and regulations. The following regulations govern the contracting procedures within the Army and are available online. NOTE: Small Business Programs are listed in FAR Part 19, Defense Federal Acquisition Regulation Supplement (DFARS) 219, and Army Federal Acquisition Regulation Supplement (AFARS) 5119. All three can be found at:
<http://farsite.hill.af.mil/>

7. Frequently Asked Questions (OSBP)

1. What is the role of the U.S. Army OSBP?

The Army OSBP is a small business advocacy organization committed to maximizing procurement opportunities for small businesses and minority-serving educational institutions in support of the warfighter and the transformation of the Army.

2. Does the Army OSBP or the MICC OSBP award contracts?

No. The vast majority of Army contracts are awarded by an Army contracting activity.

3. Does Army offer business loans or grants to start or expand a small business?

The Army does not offer loans or grants to begin or expand a small business. For loans, please contact the U.S. Small Business Administration or call 1-800-827-5722.

4. How can I certify my company as a small, small disadvantaged, woman-owned, veteran-owned, service-disabled veteran-owned, or HUBZone business?

The HUBZone and 8(a) programs require official certification from the Small Business Administration; you must apply for those certifications directly through SBA. The remaining categories are self-certifying and no formal

certification is required; however a competitor or other interested party may protest a firm's self certification.

5. **Who do I contact regarding my goods and/or services?**

Contact your nearest MICC small business specialist by using the contact form at <http://www.micc.army.mil/contact-sbo.asp>.

6. **How is a small business defined or categorized?**

“Small business concern” means a concern, including its affiliates, that is independently owned and operated, not dominant in the field of operation in which it is bidding on government contracts, and qualified as a small business under the criteria and size standards in 13 Code of Federal Regulations (CFR) Part 121 (see [19.102](#)). Such a concern is “not dominant in its field of operation” when it does not exercise a controlling or major influence on a national basis in a kind of business activity in which a number of business concerns are primarily engaged. In determining whether dominance exists, consideration must be given to all appropriate factors, including volume of business, number of employees, financial resources, competitive status or position, ownership or control of materials, processes, patents, license agreements, facilities, sales territory, and nature of business activity. (See 15 U.S.C. 632.) “Concern” means any business entity organized

for profit (even if its ownership is in the hands of a nonprofit entity) with a place of business located in the United States or its outlying areas and that makes a significant contribution to the U.S. economy through payment of taxes and/or use of American products, material and/or labor, etc. “Concern” includes but is not limited to an individual, partnership, corporation, joint venture, association, or cooperative.

7. **Question: What are NAICS codes?**

Answer: The United States uses a code-based industry classification system, the North American Industry Classification System (NAICS). The system was developed by the U.S., Canada, and Mexico to provide comparable statistics across the three countries. For the first time, government and business analysts are able to compare industrial production statistics collected and published in those countries. The North American Industry Classification System (NAICS) is the standard used by federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted to replace the [Standard Industrial Classification \(SIC\) system](#). It was developed jointly by the [U.S. Economic Classification Policy Committee \(ECPC\)](#), [Statistics Canada](#), and Mexico's [Instituto Nacional de Estadística y Geografía](#), to allow for a high level of comparability in business statistics among the North American countries.

8. What entity established the size standards within a certain industry?

The SBA is responsible for establishing size standards for the different industries in the economy. To determine the size standard, see the following Table of Small business Size Standards at

http://www.sba.gov/sites/default/files/files/Size_Standards_Table.pdf. If you have any questions concerning size standards, contact a size specialist at your nearest SBA Government Contracting Area Office, or contact the Office of Size Standards by email at sizestandards@sba.gov or by phone at (202) 205-6618.

9. How do I find out about upcoming events?

OSBP posts upcoming events of interest for small business vendors at <http://www.sellingtoarmy.com/User/Misc/CalenderOfEvents.aspx>.

10. What is the role of a small business specialist?

To act as an advocate to maximize small business opportunities in support of the mission of their organization.

11. How do I locate a MICC small business specialist in my area?

To locate a small business specialist in your area, visit <http://www.micc.army.mil/contact-sbo.asp>.

12. How can I view the opportunities available within the Army and Department of Defense (DoD) for small businesses?

The DoD and OSBP link to their procurement forecast opportunities. Find more information at the following sites:

- DoD Small Business:
<http://www.acq.osd.mil/osbp/>
- Doing Business with DoD:
http://www.acq.osd.mil/osbp/doing_business/index.htm
- DoD's Subcontracting Opportunities:
http://www.acq.osd.mil/osbp/docs/DoD_Prime_Contractors.xlsx
- Army Single Face to Industry: Small businesses can visit the Army Single Face to Industry website, which will have the most up-to-date Army solicitations. <https://acquisition.army.mil/asfi/>
- MICC Advanced Acquisition Plan:
<http://www.micc.army.mil/pdf/AdvancedAcquisitionPlan.xls>

13. Who do I contact if I have questions about my contract?

For questions about your contract, contact the contracting officer assigned to the agency that awarded the contract. Vendors may also contact the small business

specialist. *Have the contract number available prior to calling the contracting officer or small business specialist.*

14. How can I obtain assistance or training to prepare bid proposals?

The Small Business Administration provides valuable information on applicable training resources. Another resource is the Procurement Technical Assistance Centers (PTAC) or Small Business Development Centers (SBDC).

15. What is the definition of Historically Black Colleges and Universities and Minority Institutions?

HBCUs/MIs are educational institutions that existed prior to 1964 with the primary purpose of educating African-American, Hispanic and American Indian students.

16. What should a WOSB do to get started contracting with the Army?

A firm should first determine if the Army buys their product or service. The small business specialists located at our installations can assist firms in deciding if the Army has a requirement for the product that is being marketed.

A firm should contact the small business specialist located in its geographic area using this [link](#), and set up an appointment to visit with the small business specialist for that contracting office. Firms should also monitor www.fbo.gov, the web site where solicitations and special announcements are made. Set-asides for WOSBs are permitted in some industries.

Appendix

Sample of a Capabilities Statement

ABC Company, LLC.

1234 My Street Blvd Nashville, TN. 31111
931.555.1212
www.abc123.com

Capabilities Statement

1. Overview

ABC Company provides a comprehensive and professional tree care service using sound Arboricultural practices and techniques to solve your tree problems. All work is carried out by fully trained and experienced teams dedicated to providing quality service and workmanship. Our range of tree work services are utilized by a wide range of clients including Local Government bodies, Universities, Architects and Landscape Architects, Property Management Agencies, Developers, Golf and Sporting Clubs, Hospitals and Private Clients. ABC Company is a **Service Disabled Veteran Owned Small Business** in operation out of Nashville, Tennessee since 2004.

2. Services

Our qualified and experienced staff works closely with our customers, to deliver their expected outcomes. Our services include:

Tree Pruning	Tree Removals	Stump Grinding
Tree Care	Planting	Land Clearing
Weed Removal	Vegetation Management	Consultancy

3. Products

ABC Company not only **recycles** the tree waste produced by our tree crews, but we accept tree waste from several other tree service and land clearance companies in Clarksville, Tennessee. We process this material using our industrial grinders and produce high quality landscape and playground mulch.

4. NAICS Code:

561730 Landscaping Services

5. Corporate Information

ABC Company is owned and operated by Albert Smith and he is a disabled veteran who served 15 at Fort Knox. ABC Company is a privately held Tennessee Limited Liability Corporation headquartered in Nashville, Tennessee. The company location is highly accessible to Fort Campbell, KY and Fort Knox, KY.

Classification: **SBA Small Business, SDVOSB**

NAICS Code: 561730 Landscaping Services
CCR: 1a2b3c
DUNS: 12345678
Corporate Status: LLC
EIN: 12-3425789

6. Purchasing Information

ABC Company products and services can be procured through typical business procurement methods including credit card, purchase orders, and small business set-aside.

7. Contact Information

ABC Company, LLC.
1234 My Street Blvd
Nashville, TN 31111

abc@company.com
www.abc123.com
931.555.1212 office
931.123.4567 fax

This will need to be tailored to your company dependent upon what your company offers; supplies, services, or construction (e.g. Supplies / Services will want to include GSA Schedule contract number and product description(s) / services offered. Construction would contain past performance and a few contracts/projects that have been completed)