



Florida Procurement Technical  
Assistance Center  
at Florida Gulf Coast University  
Presents:

# Successfully Bidding on Government Contracts

Government Contracting Services are offered by the  
Florida Procurement Technical Assistance Center at  
Florida Gulf Coast University



Learn more online at [www.FPTAC.org](http://www.FPTAC.org)

Government Contracting Services are offered by the Florida Procurement Technical Assistance Center at Florida Gulf Coast University (FGCU)

This Procurement Technical Assistance Center (PTAC) is funded in part through a cooperative agreement with the Defense Logistics Agency.



Helping Businesses Grow & Succeed



# Purpose-Procurement Technical Assistance Center (PTAC)

## ✓ Educate Businesses on Government Procurement

**Pre-Award Phase**

**Award Phase**

**Post-Award Phase**

# OBJECTIVES

- ✓ Register, Register, Register
- ✓ Contract Opportunities
- ✓ Pricing

# Presenter's Experience

- ✓ Federal Government Contracting Officer (24yrs)
- ✓ Federal Contractor (10yrs)
- ✓ Veteran-US Navy Commander, O-5 Navy Supply Corps, Contracts, Logistics, Submarines (20yrs)
- ✓ Procurement Specialist (FGCU 15yrs)

# OBJECTIVES

✓ Register, Register, Register



# How are you going to get there?

- ✓ Selling to the Government entities
  - ✓ Federal
  - ✓ FL State
  - ✓ FL County
  - ✓ FL City

# GET REGISTERED

✓ [www.sam.gov](http://www.sam.gov)

✓ [www.irs.gov](http://www.irs.gov)

✓ [www.dandb.com](http://www.dandb.com)

Dun and Bradstreet Number

✓ [www.dms.myflorida.com](http://www.dms.myflorida.com)

✓ [www.FSBDCSWFL.org](http://www.FSBDCSWFL.org)

Specific FL County and City web sites



# OBJECTIVES

## ✓ Contract Opportunities

What product or service does the government need?

# PTAC Client Success

✓ 48 clients

\$250 million in Contracts

# Contracts

- ✓ Eligibility:
  - Large and Small Businesses
- ✓ Source: [www.fbo.gov](http://www.fbo.gov)
- ✓ Leader: Program Manager (PM)
- ✓ Process: 14 Steps
- ✓ Funding: Contract Specific
- ✓ Agencies: 130 Federal Agencies

# What does the Government Buy?



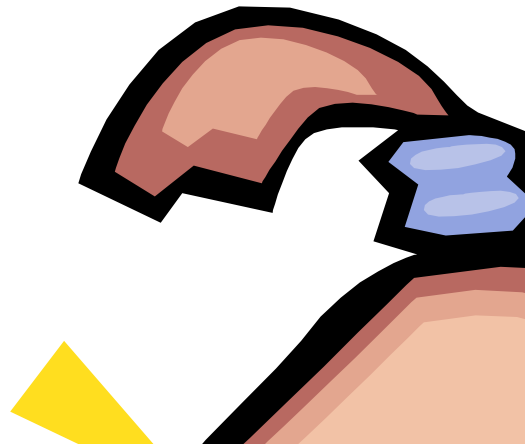
# What does the Government Buy?

- ✓ **Construction**
- ✓ **Research and Development (R&D)**
- ✓ **Manufacturing**
- ✓ **Supplies**
- ✓ **Services**

# How does the Government Buy?

- ✓ Opportunities-Solicitations posted at [www.fbo.gov](http://www.fbo.gov)
  - ✓ Open Market Contracts
  - ✓ GSA Contracts
  - ✓ IDIQ Contracts
  - ✓ Fixed Price Type Contracts
  - ✓ Cost Type Contracts
  - ✓ Credit Cards

# How Big is the Bag of Money?



# Government Spending

- ✓ **\$5.5 trillion a year (Federal, State, County and City Governments)**
- ✓ **\$105 billion a week**
- ✓ **\$15 billion a day**
- ✓ **\$625 million an hour**
- ✓ **\$10 million a minute**
- ✓ **\$175,000 a second**



# Federal Government Contracts and Credit Card Purchases

- ✓ **\$900 Billion a year in Contracts!!!!**
- ✓ **Credit Card purchases exceed \$15 Billion Annually**

# State of FL, County and City Government

- ✓ **State of FL spends \$82 Billion a year in Contracts and Grants**
- ✓ **67 FL Counties and Cities spend over \$67 million (small businesses)**



# Contract Opportunities:

- ✓ Selling to the Government entities
  - ✓ Federal [www.fbo.gov](http://www.fbo.gov)
  - ✓ FL State [www.dms.myflorida.com](http://www.dms.myflorida.com)
  - ✓ FL County-City Specific web sites identified at [www.fsbdcswfl.org](http://www.fsbdcswfl.org)

# OBJECTIVES

✓ Pricing

# Build a Cheeseburger?



# Base Line for the Cheeseburger

- ✓ **One made every 30 seconds, start to finish**
- ✓ **Includes:**
  - ✓ **Direct Labor**
  - ✓ **Overhead**
  - ✓ **Material**
  - ✓ **Profit**

# Direct Labor

- ✓ ½ minute labor \$00.20
- ✓ 1 minute labor \$00.40
  
- ✓ Counter Clerk \$8.05
- ✓ Cashier \$8.05
- ✓ Cook \$8.05
- Total \$24.15**

# Overhead

✓ **100%**



# Materials

- ✓ **Build a cheeseburger starting at the bottom**
  - ✓ **Bun Bottom**
  - ✓ **Mayonnaise**
  - ✓ **Mustard**
  - ✓ **Patty**
  - ✓ **Cheese**
  - ✓ **Pickle**
  - ✓ **Lettuce**
  - ✓ **Tomato**
  - ✓ **Ketchup**
  - ✓ **Sesame Seed Bun Top**

# Material Costs

✓ Bun Bottom	\$00.1251
✓ Mayonnaise	\$00.0005
✓ Mustard	\$00.0007
✓ Patty	\$00.2900
✓ Cheese	\$00.0300
✓ Pickle	\$00.0200
✓ Lettuce	\$00.0080
✓ Tomato	\$00.0500
✓ Ketchup	\$00.0004
✓ Sesame Seed Bun Top	\$00.1253
<b>Total</b>	<b>\$00.6500</b>

# Material Costs

✓ Wrapping Paper	\$00.015
✓ Bag	\$00.015
✓ Napkins	\$00.015
✓ Salt/Pepper	\$00.015
<b>Total</b>	<b>\$00.006</b>

# Cost Elements for the Cheeseburger?

✓ <b>Direct Labor</b>	<b>\$00.20</b>
✓ <b>Overhead 100%</b>	<b>\$00.20</b>
✓ <b>Material</b>	<b>\$00.71</b>
✓ <b>Subtotal</b>	<b>\$01.11</b>
✓ <b>Profit 10%</b>	<b>\$00.11</b>
✓ <b>Total Cost</b>	<b>\$01.22</b>

# Price must be Fair and Reasonable

- ✓ **Based on:**
  - ✓ **Adequate Price Competition**
  - ✓ **Previous Prices**
  - ✓ **Yardstick**
  - ✓ **Published Prices or**
  - ✓ **Independent Government Estimate**

# Summary

- ✓ PTAC Assistance
- ✓ Register-Register-Register
- ✓ What Does the Government Buy
- ✓ How Big is the Bag of Money
- ✓ Contract Opportunities
- ✓ Pricing



# 3 Key Factors-Successful Bidding on Government Contracts

1-Register

2-Contract Opportunities

3-Pricing

# Q & A

- **Point of Contact**

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