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Getting Ready to Sell to the Federal Government

This document details the initial steps a firm needs to take to position itself to sell products and/or services to the Federal Government. Each step in the process costs nothing except for your time. Since your time is valuable, note that the process is much easier if you are using a high-speed internet connection and if you can set aside a period when you can work without interruptions.

You may use this document to take you to each website by placing your cursor over each link and clicking on it. All the links are also available on the “Links” page of www.ncmbc.us. As you complete each step, be sure to record all the numbers and other data you get and keep them in a handy place for future reference!

CHECKLIST

- **Get a number from the Data Universal Numbering System (DUNS)**, provided by Dun & Bradstreet (D&B) free for Government contracting purposes. Call 866-705-5711 or obtain via web at <http://fedgov.dnb.com/webform>
- **Identify your product by Federal Supply Classification Code (FSC) or your service by Product Service Code (PSC)** by selecting the appropriate 4-digit code at <http://www.outreachsystems.com/resources/tables/pscs/>
- **Identify your North American Industry Classification Codes (NAICS)** by running keyword searches at <http://www.census.gov/eos/www/naics/>. You need the full 6-digit numbers. If you sell a product, you should select the NAICS codes for the manufacturer (Sectors 31-33), wholesaler (Sector 42) and retailer (Sectors 44-45) of the product.
- **Determine if you qualify as a small business.** There is a separate size standard for each NAICS. Once you know your NAICS, go to <http://www.sba.gov/content/table-small-business-size-standards> to look up the size standard for each NAICS code. If you are not the manufacturer of the products you sell, your firm is small if you have less than 500 employees.
- **If you are a small business in any NAICS code, determine if you are eligible to self-certify as:**

Veteran-Owned

“Veteran-owned small business concern” means a small business concern—



- Not less than 51 percent of which is owned by one or more veterans (as defined at 38 U.S.C. 101(2)) or, in the case of any publicly owned business, not less than 51 percent of the stock of which is owned by one or more veterans; and
- The management and daily business operations of which are controlled by one or more veterans.

(Also see <http://www.vetbiz.gov/>. Note that the Department of Veterans Affairs and other agencies will require your firm to be registered at this website to take advantage of this designation).

Service-Disabled Veteran-Owned

“Service-disabled veteran-owned small business concern” means a small business concern—

- Not less than 51 percent of which is owned by one or more service-disabled veterans or, in the case of any publicly owned business, not less than 51 percent of the stock of which is owned by one or more service-disabled veterans; and
- The management and daily business operations of which are controlled by one or more service-disabled veterans or, in the case of a service-disabled veteran with permanent and severe disability, the spouse or permanent caregiver of such veteran.
- Service-disabled veteran means a veteran, as defined in 38 U.S.C. 101(2), with a disability that is service-connected, as defined in 38 U.S.C. 101(16).

If your small business is at least 51% owned and controlled by one or more veterans, you should investigate whether your firm qualifies as a SDVOSB. Note that the bar for qualification is very low – any “service connected” disability (**even zero percent compensable**) validated by VA rating letter is qualifying. If you had any medical condition that was addressed while you were in service, but you do not have a VA rating letter, you should request a “disability rating for federal contracting purposes” from the VA by contacting your local Veterans Service Officer.

Find your local Veterans Service Officer at <http://www.doa.state.nc.us/vets/locations/default.asp> .

Also see <http://www.vetbiz.gov/> and <http://www.sba.gov/content/service-disabled-veteran-owned-small-business-concerns-sdvosbc>)

Woman-Owned

“Women-owned small business concern” means a small business concern:

- That is at least 51 percent owned by one or more women; or, in the case of any publicly owned business, at least 51 percent of the stock of which is owned by one or more women; and
- Whose management and daily business operations are controlled by one or more women.

Economically Disadvantaged Woman-Owned

“Economically disadvantaged woman-owned small business” (EDWOSB) means a small business concern:



- That is at least 51% unconditionally and directly owned and controlled by one or more women who are US citizens and who are economically disadvantaged.
- Economically disadvantaged women are those whose ability to compete in the free enterprise system has been impaired due to diminished capital and credit opportunities as compared to others in the same or similar line of business. The net worth of a woman claiming disadvantage must be less than \$750,000. In determining such net worth, SBA will exclude her ownership interest in the firm and equity in her primary personal residence. (See [What are the rules governing the requirement that economically disadvantaged women must own EDWOSBs?](#) for further details).

Small Disadvantaged Business

“Small disadvantaged business” (SDB) means a small business concern:

- That is at least 51% unconditionally and directly owned and controlled by one or more individuals who are both socially and economically disadvantaged and who are US citizens.
- Socially disadvantaged individuals are those who have been subjected to racial or ethnic prejudice or cultural bias within American society because of their identities as members of groups and without regard to their individual qualities. The social disadvantage must stem from circumstances beyond their control. (See [Who is socially disadvantaged?](#) for further details).

Economically disadvantaged individuals are socially disadvantaged individuals whose ability to compete in the free enterprise system has been impaired due to diminished capital and credit opportunities as compared to others in the same or similar line of business who are not socially disadvantaged. The net worth of an individual claiming disadvantage must be less than \$750,000. In determining such net worth, SBA will exclude the ownership interest in the firm and the equity in the primary personal residence. (See [Who is economically disadvantaged?](#) for further details).

- **Register your firm with System for Award Management (SAM), formally known as Central Contractor Registration (CCR), IAW FAR 52.204-7.** It is a requirement that all contractors doing business with the Department of Defense be registered with System for Award Management (SAM). **The website may be accessed at <https://www.sam.gov/portal/public/SAM/>.**
 - If you had an active record in CCR, you have an active record in SAM. You do not need to do anything in SAM now, unless a change in your business circumstances requires a change in SAM for you to be paid or to receive an award. SAM will send notifications to the registered user via email 60, 30, and 15 days prior to expiration of the record. The Commercial and Government Entity (CAGE) Code is a five-character ID number used extensively within the federal government. The CAGE code provides a standardized method of identifying a given facility at a specific location. You do not need to have a CAGE code prior to registration as one will be automatically assigned to you as a part of your entity's registration in SAM.
- **Register your firm at www.MatchForce.org.** This is the official State of NC web-based database of firms who are seeking federal government prime contracts and subcontracts. Your firm will be automatically matched to contracting opportunities based on your keywords and/or NAICS codes. You may also post job openings on MatchForce.
- **If you are a small business in any NAICS code:**
 - Determine if you are eligible to seek **certification as a HUBZone firm** by checking your address as well as those of your employees at <http://map.sba.gov/hubzone/init.asp#address>



If you are eligible, you may apply for HUBZone certification by clicking on the link <http://www.sba.gov/content/applying-hubzone-program>. (You must complete your CCR registration first). **Many parts of NC are considered HUBZones, so be sure to check to see if you qualify!** (Note that this is totally different from the State of NC HUB Program, which does not apply to federal contracting).

- If your firm qualifies for self-certification as a SDB, you should consider applying to **SBA's 8(a) Program**. See: <http://www.sba.gov/aboutsba/sbaprograms/8abd/index.html>
- **If you are a Woman-Owned Small Business concern and your primary NAICS is underrepresented or substantially underrepresented** according to WOSB program guidelines, you should certify your business as a WOSB or as an EDWOSB. See: <http://www.sba.gov/content/women-owned-small-business-federal-contract-program>

Once you have completed the above steps, you are ready to market your firm to the Government and to identify contracting opportunities that you want to pursue. For assistance, please go to www.ncmbc.us, click on "Contacts" and give us a call!

