



**PREP ASSIGNMENT  
SEASON 2023, EPISODE FOUR  
FAR PARTS 7, 10, AND 11:  
ACQUISITION PLANNING, MARKET  
RESEARCH, DESCRIBING AGENCY NEEDS**

**Preparation Assignment (20 points each)**

**Fill In the Blank Questions:**

1. Acquisition planning should begin as soon as the agency need is identified, preferably well in advance of the fiscal year in which contract award or order placement is necessary. In developing the plan, the planner shall form a team consisting of all those who will be responsible for significant aspects of the acquisition, such as contracting, small business, fiscal, legal, and technical personnel.
2. The goals of Market Research are to: (1) Ensure that legitimate needs are identified and trade-offs evaluated to acquire items that meet those needs; (2) Conduct market research appropriate to the circumstances. [Hint: Check out **FAR 10.001(a)**]
3. Use liquidated damaged only when ---
  - (1) The time of delivery or timely performance is so important that the Government *may reasonably expect to suffer damage if the delivery or performance is delinquent; and*
  - (2) The extent or amount of such damage would be difficult or impossible to estimate accurately or prove. [Hint: Check out **FAR 11.5**]
4. While the use of performance specifications is preferred to encourage offerors to propose innovative solutions, the use of brand name or equal purchase descriptions may be advantageous under certain circumstances. [Hint: Check out **FAR 11.104**]
5. There are two levels of priority for *rated orders established by the DPAS, identified by the rating symbols "DO" and "DX"*. [Hint: Check out **FAR 11.603**]

**“Look ‘Em Ups” (Enter the FAR cite and Answerd)**

1. What are the nine (9) factors that a contracting officer must consider when establishing a contract delivery or performance schedule?

FAR 11.402(a)

*(a) Supplies or services. When establishing a contract delivery or performance schedule, consideration shall be given to applicable factors such as the-*

- (1) Urgency of need;
- (2) Industry practices;
- (3) Market conditions;
- (4) Transportation time;
- (5) Production time;

- (6) Capabilities of small business concerns;
  - (7) Administrative time for obtaining and evaluating *offers and for awarding contracts*;
  - (8) Time for contractors to comply with any conditions precedent to contract performance;
- and
- (9) Time for the Government to perform its obligations under the contract; *e.g., furnishing Government property.*

2. According to **FAR Part 7**, what four (4) positive results should arise if the Government performs adequate acquisition planning?

FAR 7.102(a)(1-4)

*Agencies shall perform acquisition planning and conduct market research (see [part 10](#)) for all acquisitions in order to promote and provide for—*

*(1) Acquisition of commercial products or commercial services, or to the extent that commercial products suitable to meet the agency's needs are not available, nondevelopmental items, to the maximum extent practicable ( [10 U.S.C. 3453](#) and [41 U.S.C. 3307](#)); and*

*(2) Full and open competition (see [part 6](#)) or, when full and open competition is not required in accordance with [part 6](#), to obtain competition to the maximum extent practicable, with due regard to the nature of the supplies or services to be acquired ( [10 U.S.C. 3206\(a\)\(1\)](#) and [41 U.S.C. 3306a\(1\)](#)).*

*(3) Selection of appropriate contract type in accordance with [part 16](#); and*

*(4) Appropriate consideration of the use of pre-existing contracts, including interagency and intra-agency contracts, to fulfill the requirement, before awarding new contracts. (See [8.002](#) through [8.004](#) and [subpart 17.5](#)).*

Extra Credit: What are the specific market research techniques/methods that the FAR Council identifies as a means to help contracting officers become more “educated consumers/buyers”?

FAR 10.002(b)(2)

*(2) Techniques for conducting market research may include any or all of the following:*

*(i) Contacting knowledgeable individuals in Government and industry regarding market capabilities to meet requirements.*

*(ii) Reviewing the results of recent market research undertaken to meet similar or identical requirements.*

*(iii) Publishing formal requests for information in appropriate technical or scientific journals or business publications.*

*(iv) Querying the Governmentwide database of contracts and other procurement instruments intended for use by multiple agencies available at <https://www.contractdirectory.gov/contractdirectory/> and other Government and commercial databases that provide information relevant to agency acquisitions.*

*(v) Participating in interactive, on-line communication among industry, acquisition personnel, and customers.*

(vi) Obtaining source lists of similar items from other *contracting activities or agencies, trade associations or other sources.*

(vii) Reviewing catalogs and other generally available product literature published by manufacturers, distributors, and dealers or available on-line.

(viii) Conducting interchange meetings or holding presolicitation conferences to involve potential *offerors early in the acquisition process.*

(ix) Reviewing systems such as the *System for Award Management, the Federal Procurement Data System, and the Small Business Administration's Dynamic Small Business Search.*

FUN Question: Speaking of “educated consumers”, one of my favorite stores growing up would state in its commercial that “An educated consumer is our best customer”. What was the name of that store? For an additional twenty (20) “FUN” points, tell me what was unique about the price tag attached to each piece of clothing sold in the store.

SYMS

Each garment had a tag attached that told you the current price, what price the item would drop to a week or two from now, and the price it would drop to three or four weeks from now.