



Government Contracting

We Mean Business



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THE HART GROUP



The federal government is the world's largest purchaser of goods and services, spending billions each year for everything from office supplies and equipment to large defense contracts, and more. If you are a manufacturer, or distributor, or even a retailer of specialized products, chances are there is a government contract you could compete to win. When we think of government contract procurement, we often think of the federal level government. Truth is government-contracting opportunities exist at all levels of government from local communities, small towns, cities, counties and states. A number of issues prevent small businesses from tapping into this marketplace: ¹⁾ they are overwhelmed by the information required to do business with the government, ²⁾ they lack the time, money, and human resources to process and position themselves to receive contract notices, and ³⁾ they lack a systematic and

methodical approach to managing government procurement projects. These basic obstacles are daunting for many businesses, especially very small concerns, keeping them from enjoying the cash flows from winning government contracts, and the stability associated with a being a government contractor. Keep in mind that a number of opportunities for small businesses exist as subcontractors too. However, as with all aspects of government contracting, winning subcontracts has its share of obstacles. While there is a systematic approach to doing business with government, there is also the "people component" of the process as well. Relationships matter, and reputation, networking, marketing, and contract performance all play a role in developing a sustained procurement effort. You have several choices available to you: ¹⁾ you can ignore this market and continue business as usual; ²⁾ you can dabble in the market and learn as you go, or ³⁾ you can make a decision to apply serious and sustained effort into positioning and competing for government contracts at all levels of government.

In the current economy, consumer demand is low across nearly all sectors of our economy except one, the *federal government* is spending more money than ever under the American Recovery and Reinvestment Act (ARRA) to fund research and development, and acquire goods and services supporting our expanding government. Can you afford to ignore this market? Can you afford not to take action?

Becoming a government contractor is not fast, easy, or inexpensive. It takes time, effort, and a financial investment to pursue this opportunity, as any marketing effort would. The first question that comes to mind is; how much will this cost? The quick answer is; what do you want to achieve? We recommend a go-slow approach that moves through the government procurement process in incremental stages, establishing reasonable and achievable goals, in a systematic manner that achieves milestones that make sense for your business. Government contracting is not an event, it is a "process," and each layer of the process adds organizational intelligence, and greater capability to stand alone in this market. Every business is different and exists across a spectrum of readiness... some well established businesses have procurement departments dedicated to the task of researching, marketing, and processing winning contracts. Other businesses have no experience, or lack meaningful intelligence regarding government contract procurement, and are starting from the beginning. Where are you at along this spectrum? Where do you want to be one year from now, or five years from now?

If you are just starting to think about government contracting keep this thought in mind, nearly every government contractor started small and grew their business over time. Very few individuals have all the answers concerning government procurement, it takes a team of people specialized in various phases of the process from registration with the appropriate agencies, basic training, contract research, bid development, contract writing, and submission follow-up to closing the deal. It is complicated, deep, and requires a panorama of business specialties for success.

This is where [The Hart Group Online](#) may be able to help you sort through the myriad details associated with government procurement process and help you get started today on a journey to government contracting success.



The Hart Group Online HGO

The Hart Group Online is a small business-consulting firm based in Bryan, Ohio. The business was founded to meet the needs of entrepreneurs and small businesses. HGO is dedicated to helping startups and small businesses reach their goals and objectives. Our associates are experienced consultants who have the knowledge, skills, and experience to provide professional guidance across a landscape of business and technology. We collaborate with our clients to provide affordable solutions with on time results.

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About HGO's Government Procurement Program

As we indicated earlier, every business is at a different level across a spectrum of capability to process for government contracting ranging from zero to one hundred percent readiness. Therefore, our services can accommodate most clients who are not in the 100% readiness mode. The government contracting process can be broken down into three main phases: Phase-I Registration and education, Phase-II Marketing research, and Phase-III Contract development, writing, and bidding. Each of these phases requires a different skill set and level of expertise. For this reason, HGO is perfectly suited to meet the needs of a range of clientele. The Hart Group can provide the exact level of expertise needed for your project level. The following examples will help put the process in perspective:

PHASE-I: If you are just starting out, HGO can come to your site and consult you with all the information needed to register with key government agencies, and to position your business to receive regular contract notices aligned with your NAICS codes. Additionally, we will help you assign a point of contact (POC) person to receive free government training online, which begins the process of gaining organizational intelligence. The training program provides continuing education units (CEU's). When we have completed our services, your business will successfully register as a government contractor with the federal government, and receive regular contract notices.

PHASE-II: Marketing services may include the development of a marketing/research plan to help you define your market, target government agencies, and to identify prime contractors requiring subcontractors. The key is to continue to build organizational intelligence, networking, and relationship building with purchasing agents in key areas.

PHASE-III: Contract development is a loosely used term that can embody many complex elements associated with the project, and can include cost analysis, bid specification, bid writing, contract analysis, and many other components of the process to not only ensure you have a competing bid, but that you can fulfill the contract profitably if you are awarded the contract. This will require a host of expertise, some of which you will have in-house and other external human resources that will have to apply to the project until completed.

The Hart Group's associates range across a spectrum of expertise including business management and marketing, legal, accounting, and certified professional project managers (PMP) to help set the scope of the project and to control its execution on time and within budget. HGO achieves this result by bringing in co-consultants at various stages of the process as needed to facilitate and maximize the potential for your success. The "group" behind our name is what makes The Hart Group Online an extraordinary business.



Doing Business with the Federal Government

What kind of client are you? Businesses fall into one of three broad categories as follows:

A-Client: A-clients are established firms with a dedicated government procurement staff who may need our services on larger- scale projects. These companies have experience with all levels of government, experience closing, and fulfilling contracts, and a good reputation in the market. It is rare that such a company will call HGO, but if they need help, HGO can bring in power-players to assist with the largest projects.

B-Client: A B-client is an individual or enterprise that has completed the registration process, is receiving contract notices, has some working intelligence of the system, but lacks time, expertise, staff, and resources to pursue government contract procurement without outside assistance. HGO can help this type of client to define its goals and objectives, develop strategy, and bring in the required professional to plan and initiate projects. Every client is unique and our approach varies on a case-by-case basis.

C-Client: A C-client is an individual or enterprise that is interested in government contracting, but needs assistance to get started. In these types of cases, HGO will consult directly with the client, help establish a business approach to registration and training, and help across a range of activities from handholding, to process planning, training and setup to receive contract notices. In other words, we move a C-client to B-client status.

WHAT YOU CAN EXPECT FROM HGO

Professionalism-HGO will always strive to deliver the highest quality of service representing the best interest of our clients. Nothing replaces professionalism pursuant to the success of our clients. HGO employs a professional project management approach to all our engagements.

Honesty-HGO will never mislead you, or manipulate the truth. You can expect straightforward answers and honest opinions on all subject matters. If we do not know the answer to a question, or a specific problem, we will tell you, and find the answer. HGO is a learning organization, which is a lifelong process that never stops. Integrity and honesty go hand-in-hand, and you can expect consistency of action, values, measures, methods, and outcomes for any project in which we engage.

The Pursuit of Excellence-HGO will continuously reach for higher intellectual and professional standards that enable us to provide our clients with the highest levels of professional service that meet and exceed their expectation.

Results-You can count on HGO to deliver what we promise. If we cannot deliver for any reason within our control, we will make it right every time.

Humility-HGO is a small business. Our success will come one client at a time, one achievement at a time. Success is a process, not an event. We understand that every opportunity given to us must be executed in a manner that fosters and promotes good will with our clients, and builds and maintains our reputation in the marketplace. We appreciate the opportunity to earn your business.

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