

Myths & Realities

- Myth: Doing business with the government is too complicated, involves too much red tape and it takes forever to get paid.
Reality: The government uses many commercial and business-friendly practices, such as buying off-the-shelf items and paying by credit card. Payments are generally received within 30 days after submitting an invoice.
- Myth: There's no one I can turn to in trying to obtain government contracts.
Reality: CAK International, LLC and its network of resource partners have programs and "hands-on" assistance for small businesses contemplating selling to the federal marketplace.
- Myth: I must compete head-to-head against large businesses and multinational corporations to win contracts.
Reality: The government has many categories of contract opportunities set aside exclusively for small businesses to level the playing field.
- Myth: All I need to do is register in the Central Contractor Registration system and the contracts will come rolling in.
Reality: Although the CCR is a primary way federal agencies learn about prospective vendors, it's up to you to aggressively market your firm to those agencies that buy your products and services. Remember, **agencies don't buy, people do.**
- Myth: The low offeror always wins the contract.
Reality: While price is always a consideration, the government increasingly awards contracts for goods and services based on "best value," in which both technical and cost factors are weighed in the final assessment.

Looking for new markets for your small businesses' goods or services? Consider selling to the federal government. The U.S. government is the world's largest buyer of goods and services — from spacecraft and advanced scientific research to paper clips and landscaping services. Military and civilian purchases total more than \$425 billion a year. Federal agencies are required to establish contracting goals, with at least 23 percent of all government spending targeted to small business. The U.S. Small Business Administration has programs and services aimed at leveling the playing field so that small businesses obtain a fair share of government contracts.

Is Government Contracting Right for You?

Government contracts can provide significant revenue. But they're not necessarily the right decision for every business. Here are some basic questions.

Are you:

- Willing to do ongoing, detailed research to find procurement opportunities and take the time to prepare and present offers (including bids and quotes)?
- Willing to be a subcontractor to companies that are prime contractors?
- Positive your business can financially support the execution of a government contract that may involve significant start-up costs?
- Prepared to learn and follow the rules relating to federal acquisitions?

SBA Certification Programs such as the Historically Underutilized Business Zone Program, known as HUB Zones; the 8(a) Business Development Program; and the Small Disadvantaged Business Certification Program are specifically set aside programs for small businesses such as yours. There are several other certification programs including the Service-Disabled Veteran-Owned Small Business; Veteran-Owned Small Business; and Women-Owned Small Business. Contracting officers may award a sole-source or set-aside contract to small businesses under certain conditions. Agencies have a strong incentive to look for qualified small businesses when awarding contracts.

Therefore, you should contact us at solutions@cakintl.com to make the connection with the Governmental Contracting sector TODAY!