

## **Government Procurement Readiness Assessment**

The nine questions below provide a self-evaluation and a preliminary benchmark for business development to help determine if your company could be a viable government contractor or if certain issues would prohibit your company from successfully entering the government marketplace.

Though potentially lucrative, government contracting requires a substantial amount of time and resource commitment. Therefore, businesses interested in entering the government marketplace should consider the following questions to determine their potential for success as a government contractor.

1. Does your company have steady and/or growing commercial market sales that can support a new market venture?
2. Is your company well established and have the necessary experienced staff, appropriate tooling and overall resources to fulfill government contract requirements?
3. Does your company have an active strategic plan and staff willing to implement government contracting sales?
4. Is your company financially solvent with no legal judgments? Does it have available lines of credit, appropriate assets, and set accounting standards?
5. Does your company have a defined marketing radius and designated marketing staff?
6. Does your company have an established quality control program with written procedures and staff designated to implement it?
7. Is your company Electronic Commerce (EC) capable? What is your company's level of computer literacy?
8. Have you established that your competitors are active in the government marketplace and/or have you considered teaming with similar businesses to pursue government contract sales?
9. Has your company considered pursuing government subcontracting opportunities before entering the marketplace as a prime vendor?

To discuss the results of your assessment, and for a more complete marketing analysis, please contact the PTAC at NTRPDC via email at [lentz@northerntier.org](mailto:lentz@northerntier.org)