

# Marketing to the Government: How to win Prime and Sub contracts



# Defense Logistics Agency - Overview



The Defense Logistics Agency (DLA) is the Department of Defense's (DoD) largest combat support agency, providing worldwide logistics support in both peacetime and wartime to America's Military Services as well as several civilian agencies and foreign countries.

DLA is responsible for nearly every consumable item used by our military forces worldwide. These include aviation, land and maritime weapon systems spare parts, fuel, and critical troop-support items involving food, clothing and textiles, medical, and construction equipment and material. DLA also procures depot level reparable.

**Items managed: 6.4 million - eight supply chains**

**Requisitions per day: 114,000**

**Contract actions per day: 11,200 (new awards and modifications to existing contracts)**

**FY08 sales and services: \$42 billion**

**\$26.6 billion in annual reutilization/disposals**

**Number of weapons systems supported: 1603**



# Marketing to the Government



- **What is DLA purchasing from the small business perspective**
- **How DLA works with small businesses**
  - **Federal awards >\$550K (\$1M for construction) require:**
    - **Subcontracting plan with % goals for utilizing small business**
    - **Asset Visibility System Sustainment Contract plan indicated 10% or more**
- **DLA Contracting requires each company register with:**
  - **Dun & Bradstreet for DUNS Number assignment**
  - **Central Contract Registration (CCR)**
  - **DLA's Internet Bid Board System (DIBBS)**
- **Recent success stories using small businesses**
- **DLA's vision for using small businesses and upcoming opportunities**

