

Threshold Qualifications



KUTZTOWN

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SOUTHEAST PENNSYLVANIA

PROCUREMENT TECHNICAL ASSISTANCE CENTERS

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DEVELOP OR UPDATE YOUR BUSINESS PLAN

The very first step to entering a large new market is to ensure that your company's business plan supports the initiative. This means you should determine if you can sustain a long-term commitment to a marketing effort that may not produce revenue for several years and plan accordingly.

2-3 YEARS OF COMMERCIAL EXPERIENCE

Government contracting officers want to ensure they are dealing with a company that has a successful track record and that demonstrates they can deliver the goods or services they are seeking to sell to the government.

ELECTRONICALLY CAPABLE

Virtually all government contracts are advertised, negotiated, and awarded electronically. Additionally, most government invoices and payments are made electronically. A current, user-friendly web site is also often very helpful for conducting business with the government and presenting a professional business appearance.

FINANCIALLY STABLE

You should not attempt to enter a large specialized market if you are struggling to make payroll or have inadequate cash flow. You should always be prepared to deliver on your contractual obligations without regard to an additional influx of money.

GOOD CUSTOMER MIX

Large specialized markets like the government marketplace can make dramatic shifts in their focus because of events such as a war or a natural disaster. If your company is too dependent on these markets, a shift of emphasis to respond to a major event can be devastating. Do not put all of your eggs in one basket.

For more information, please visit
pasbdc.org/government