

Central Ohio Procurement Technical Center



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COPTAC

Program Overview

- Funded by the Department of Defense/
Ohio Department of Development
- Specialize in helping small businesses sell
to federal, state and local governments
- PTAC offices located throughout Ohio –
find your center at www.ohioptac.org
- Services provided at no cost

PTAC Services

- Bid Opportunity Services
- Assessment/Counseling/Planning
- Registration Assistance
- Marketing Assistance
- Pre & Post Award
- Training

Size of the Government Market

- Total Federal Acquisition Spending
\$250 Billion Dollars
- Small Business Market Share
 - Small Business Goal 23% (\$46 Billion)
 - Small Disadvantaged Goal 7%
(\$14 Billion)
 - Women Owned Business Goal 5%
(\$10 Billion)

Federal Spending By Category

- 36% Supplies and Equipment
- 35% Services
- 19% Agriculture, Transportation, Utilities,
Communications
- 7% Construction
- 3% Wholesale

How the Government Does Business

- Commodity – Sealed Bid Process
- Services – Negotiated Process
- GSA/State Term Contracts

Taking Action to Get in the System

- Federal Registrations
 - Central Contractor Registration
 - ProNet
- State Registrations
 - Department of Administrative Services
www.state.oh.us/das/gsd

Other Registrations

- City of Columbus
- Franklin County
- Department of Transportation
- Central Ohio Transit Authority
- Other State and County Procurement Offices

Certification Assistance

- SBA – 8(a) Program
- SBA – SDB Program
- Hubzone
- State of Ohio – EDGE Program
- City of Columbus – MBE Program
- ODOT – DBE Program

How to Locate Bid Opportunities Using the Internet

- Monitor Electronic Bulletin Boards
 - Federal Sites
 - www.fedbusopps.com
 - www.dodbusopps.com
- State: www.state.oh.us/das
- County: www.co.franklin.oh.us
- PTAC BID MATCH SERVICE

Marketing is the Key to doing Business with the Government

Capability Statement
SADBU Offices

Determine who buys your products/services

- Federal Procurement Data Center
<http://www.fpdc.gov/fpdc/fpr.htm>
- Agency Acquisition Forecast
- State/local – Procurement Listings/Phone Directories www.state.oh.us/das
- Talk to the Right People
- Request the right Publications
How to do business with....

Making Contact with Your Government Customer

- Step One – Letter of Introduction
- Step Two – Meet with Purchasing Agents
- Step Three – Identify End Users/Program Managers
- Step Four – Follow-up marketing meetings
- Work with the SADBU Offices

4 P's of Procurement

- Plan
- Patience
- Persistence
- Perseverance

COPTAC Business Success's

- Butterfield & Lanning – Consulting Firm
Columbus, Ohio
- American Compacter – Manufacture
Mansfield, Ohio
- Digitek – Information Technology
Dublin, Ohio
- Mid-State Sales – Manufacture
Gahanna, Ohio