

Contract Formation

Activity 1: Customer Business Analysis and Acquisition Strategy

Procedures for executing the contracting professional's role as a business advisor by identifying the customer's needs, informing customers of their acquisition-related responsibilities, and developing an acquisition plan.

Related Flow Charts: [Flow Chart 1](#)

Related Tools: [Acquisition Gateway](#)

Tasks	FAR Reference(s)	Additional Information
1. Identify the contracting activity's customer base and related mission.	FAR 10.001(a)(2)(i) Policy [market research].	Determine the customer need and form a team that addresses the current acquisition needs of the organization.
2. Advise customers on their acquisition-related roles and responsibilities.	FAR 7.103 Agency-head responsibilities [acquisition plans].	Customers' acquisition-related roles and responsibilities include: <ul style="list-style-type: none">• Summarizing cost, deliverable schedules, technical management, business management, and other considerations;• Assigning activity resources to carry out the acquisition plan (e.g., requirements research, proposal evaluation, and performance evaluation);• Preparing requirements documents; and• Ensuring proprietary information is secure.

Tasks	FAR Reference(s)	Additional Information
3. Advise customers on procurement integrity requirements.	FAR 3.104 Procurement integrity.	<p>Discuss conducting business above reproach, including:</p> <ul style="list-style-type: none"> • Prohibitions against disclosing procurement information; • Prohibitions against disclosing bid or proposal information; • Disqualification of employees seeking employment with an offeror; • Prohibitions related to former officials receiving contractor compensation; • Requirements for disclosing, protecting, and marking source selection information; and • Criminal and civil penalties for violations.
4. Assist customers with refining their requirements for supplies and services.	FAR 7.1 Acquisition plans.	<p>Use information from available sources, including:</p> <ul style="list-style-type: none"> • Acquisition histories; • Planning, programming, and budgeting documents; • Surveys of requiring activities and other program planners; • Participation in meetings to plan, program, and budget for agency missions; • Marketing materials, websites, and other information from prospective suppliers; and • Other documents (e.g., requiring activity reports and staff meeting minutes).
5. Determine if a written acquisition plan is required based on dollar thresholds. If required, identify mandatory elements of the plan.	FAR 7.105 Contents of written acquisition plans.	Apply agency acquisition plan criteria and thresholds to determine if a written plan is required.

Tasks	FAR Reference(s)	Additional Information
6. If required, develop the major sections of the acquisition plan, such as milestones, acquisition background, plan of action, and significant considerations.	FAR 7.105(b)(1) Sources [contents of written acquisition plans].	<p>Ensure that the written acquisition plan follows the contents listed in FAR 7.105 as well as agency and activity requirements, including any requirements for concurrence or approval. Consider all the acquisition planning duties identified throughout this Smart Guide.</p> <p>A significant consideration includes, when acquiring electronic products, to meet at least 95% of those requirements with an EPAT®-registered product unless an exception applies or the agency determines it would not be cost effective over the life of a product to do so.</p>
7. Seek approval of the acquisition plan.	FAR 7.104 General procedures [acquisition plans].	Based on the structure of the organization, identify the approval process.
8. Revise the acquisition plan as necessary.	FAR 7.104(a) General procedures [acquisition plans].	The acquisition plan must be reviewed at least annually and changed whenever necessary.
9. File the final acquisition plan.	FAR 7.104(a) General procedures [acquisition plans].	Ensure that the final and approved acquisition plan is filed according to agency guidelines.
10. Manage the acquisition following the written acquisition plan.	FAR 7.104 General procedures [acquisition plans].	Complete acquisition tasks using the acquisition plan as a guide. Assign responsibilities to the appropriate individuals to execute elements of the acquisition plan. Use the acquisition plan to evaluate progress and determine if changes are needed to meet objectives.