

# Market Assessment Report

ENHANCE YOUR GROWTH STRATEGY BY ARMING YOURSELF WITH ACTIONABLE DATA

Are you a small business owner or in charge of business development? Seeking insights for federal contracting? SGA's market assessment report is your key to informed decisions, fostering strategic growth in the federal contracting marketplace.

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## COMPREHENSIVE MARKET ANALYSIS:

- In-depth analysis of your service
- Detailed market overview
- Summary of relevant government initiatives
- Select Top 8 agencies for targeting
- Analysis of spending based on socioeconomics and set-aside type
- Evaluation of top 8 competitors
- Identification of strategic partners

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## VALIDATING DEMAND & ESTIMATING POTENTIAL VALUE:

- Report validates service/product demand
- Calculates 5-year revenue potential
- Offers insights into long-term business prospects

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## A TAILORED LIST OF OPPORTUNITIES TO CONSIDER:

- Maximize proposal development budget
- Explore a curated selection of up to 15 potential contract opportunities
- Includes pertinent expiring 8(a) opportunities

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## HIGHLIGHTING CHALLENGES SPECIFIC TO YOUR BUSINESS:

- Small businesses in federal contracting face hurdles like complex procurement, resource constraints, competition, regulations, delayed payments, and contract consolidation
- Our report discusses these challenges and suggests risk mitigation strategies

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## RECOMMENDATIONS:

- Provides clear path forward
- Includes streamlined capture plan, enhanced marketing strategy, and customized proposal development support plan

## WHAT SETS US APART:

### EXPERT TEAM WITH INDUSTRY EXPERIENCE:

Our report has been meticulously crafted by experts well-versed in the federal contracting market. Their insights have proven advantageous to a range of small business categories, including ANCs, NHOs, and Tribal 8(a)s.

### ONGOING SUPPORT:

At our core, we prioritize the development of enduring partnerships with our clients. Once we provide you with the market assessment report, you'll gain exclusive access to our devoted support team.

