

Part 5110 - Market Research

(Revised 27 January 2023)

5110.002 Procedures.

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(b) All members of the acquisition team will participate in market research and apply their functional tools and expertise. Program managers or representatives of the requiring activity will typically lead the market research effort. A statement that the solicitation will be synopsisized and that all proposals received will be evaluated is not a substitute for performing adequate market research and in itself does not support and justify procurement under other than full and open conditions. Specific requirements pertaining to market research in support of other than full and open competition are included in 5153.303-5, paragraph 8.

See [AFARS PGI 5110.002\(b\)-1](#) for information and instructions on using ProcurementIQ, a market intelligence tool specifically designed for procurement, strategic sourcing and indirect procurement.

Additional market research and planning guidance is available at [AFARS PGI 5110.002\(b\)-2](#).

(e) The Assistant Secretary of the Army (Acquisition, Logistics and Technology) shall document the results of market research in a manner appropriate to the size and complexity of the acquisition as stated at FAR 10.002(e). See Appendix GG for further delegation.

(i) In addition to using the "Market Research Report Guide for Improving the Tradecraft in Services Acquisition", for service acquisitions, the format and processes should also be adapted for use in documenting market research for supplies. The Office of Small Business Programs tool at: <https://www.dau.edu/tools/t/Services-Acquisition-Market-Research-Report> should be used to develop the Market Research report.