

DFARS Procedures, Guidance, and Information

PGI 210—Market Research

(Revised April 20, 2015)

PGI 210.002 Procedures.

(e)(ii) Contracting officers are encouraged to retain information on potential offerors that express an interest in an acquisition, in order to solicit feedback in instances when only one offer is received on a competitive solicitation (see [PGI 215.371-2](#)).

PGI 210.070 Market research report guide for improving the tradecraft in services acquisition.

The “Market Research Report Guide for Improving the Tradecraft in Services Acquisition” is designed to effect the collection and sharing of standardized market research information across the Department. The guide is available for download at http://www.acq.osd.mil/dpap/cpic/cp/market_research.html.