



So You Want to Do Business In and with the State of New Jersey

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Welcome to the New Jersey Small Business Development Center at Rutgers Business School – New Brunswick and Camden

Where Businesses Go to Grow!

AMERICA'S SBDC CELEBRATES 40 YEARS!



Servicing Middlesex County

www.business.rutgers.edu/njsbdcnb

New Jersey Small Business Development Center at Rutgers University - New Brunswick

We are the premier provider of strategic, growth focused business training and technical assistance services. We are an affiliate of the Rutgers Business School and the NJ SBDC Network and jointly funded by the U.S. Small Business Administration and Rutgers University. We offer our clients professional service, business skills to become successful, self-sufficient entrepreneurs. There are 12 America's SBDC New Jersey offices located in the State.





What's Next After Certification?

How to Master the Government
Procurement Process

IS GOVERNMENT CONTRACTING RIGHT FOR YOUR COMPANY

- The United States government is the largest single consumer of goods and services in the world. Each year the government awards over \$500 Billion in contracts.
- Various NJ Agencies offer procurement opportunities
- If your company is ready (SWOT) then analyze the market
 - where are the goods and services you offer needed in the state or federal government.
 - Is your business plan sustainable and formidable enough and to stand the rigor of the bidding process.
 - Government contracting is its own marketing platform—a good foundation for business growth.

Understanding the Small Business Set Aside Programs

- The Federal Government has a set aside for 23%. The State SBE Program has one for 25% of government contracts
- Meet the Prime contractors related to your industry.
- There are three categories and business size requirement for both Goods and Services Contracts and State Construction Contracts. This will be specified in the Proposal.
- Review the Vendor Reference Guides to become familiar with eligible partners.
- Advertise and publish your certification status: website, memo signature, letterhead and of course The Internet!!!

What Steps are Significant

- Getting Certified by the State
- Getting Certified by the Federal Government
- Most private corporate entities require or prefer specified Certifications before registering on their websites
- Once Up and Running Register and Certify with the Federal Government
- Get familiar with local **SBDCs**, **PTACs** and other agencies to assist in procurement process
- Hire dedicated staff members to handle the policy and procedures—It can be a full time job!
- Be prepared to market and network your capabilities.

Start with the State

- Become certified as a WBE, MBE, VOB, DVOB and most importantly SBE. Visit <https://www.business.nj.gov/> and <https://www.njportal.com/DOR/SBERegistry/> for the **Uniform Certification Service**.
- Learn how government contracting can apply to state, county, school systems, hospitals and universities. Make sure your firm is registered under every NGIP code that is offered—they offer 12. You will be notified of any bid activity in the codes that you registered for.
- Register with the NJSTART Open Bids Program—this is the State’s eProcurement portal. It will streamline the procurement process and make it more efficient for companies
- You will be able to navigate through the system to view various guides and informational videos. As well you can download the various forms. Then you can archive the forms for future bids.

Visit the State Contracting Portal



NJSTART is designed to streamline the procurement process and make it more efficient for companies looking to do business with the State.

Key features of NJSTART include:

- direct notifications about new bidding opportunities emailed to vendors based on the commodity codes they select during registration;
- an online repository for vendor forms, eliminating the need to prepare forms repeatedly;
- vendors can view their remittance addresses to ensure their accuracy and select their preferred form of payment; and
- vendors can see a snapshot of the certifications required to do business with the State along with their status.

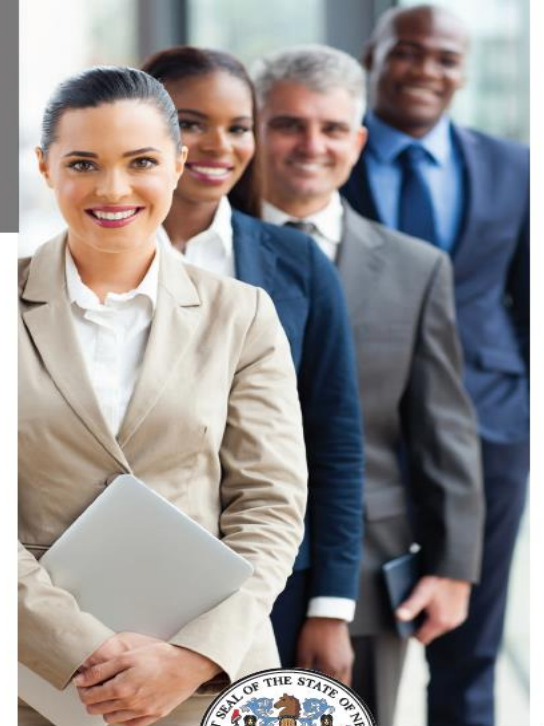
We strongly encourage all vendors to register in NJSTART at www.njstart.gov

Quick Reference

- Division of Purchase & Property: www.state.nj.us/treasury/purchase/
- NJSTART: www.njstart.gov
- NJSTART Help Desk: email njstart@treas.nj.gov or call (609) 341-3500.
- NJSTART Vendor Support Page: <https://www.state.nj.us/treasury/purchase/vendor.shtml>
- Division of Revenue (Business Registration): www.state.nj.us/treasury/revenue or call (609) 292-9292.
- Business Portal and General Assistance (Small-, Women-, Minority-, Veteran-Owned Business Certification): www.nj.gov/njbusiness/contracting/ or call (609) 292-2146.



PREPARED BY THE DIVISION OF PURCHASE AND PROPERTY
NEW JERSEY DEPARTMENT OF THE TREASURY



**Doing Business with the
State of New Jersey**

**Also Known As:
How to Get a State Contract
(for Goods and Services)**

How to do business with the Federal Government

- Identify your product or service number at **naics.com**.
- Search the federal Contracting Opportunities database, **beta.SAM.gov** or **web.sba.gov/subnet** to see if any federal agencies are looking for your product or service.
- Attend an SBA district office workshop on contracting. Visit **sba.gov/localassistance**, to find your local office.
- Talk to a local **Small Business Development Center** counselor or visit a **Procurement Technical Assistance Program** adviser for free counseling.
- Obtain a free DUNS number at <https://fedgov.dnb.com/webform>.
- Register with the System for Award Management (**sam.gov**) to start doing business with the government.
- See if you're eligible for a contracting program and start the certification process. All required documents must be uploaded to **certify.sba.gov** before submitting an offer on a contract set aside for a specific program.

Corporate Supplier Diversity

Most Fortune 500 firms recognize the importance of having a diverse supplier base that reflects the profile of customers around the world. By working with small and diverse suppliers, a firm can tap into new ideas that add value to their business. This also provides innovative solutions to the marketing, manufacturing and research & development. Diversity screening helps the firm standardize capable, qualified companies. Federal level certifications are widely accepted:

- A. For minority-owned businesses, visit www.nmsdc.org**
- B. For women-owned businesses, visit www.wbenc.org**
- C. For small businesses, small disadvantaged businesses or HUBZone small businesses, visit www.sba.gov/certifications**
- D. For registration with the Central Contractor Registration (CCR), visit <http://www.bpn.gov/CCR/scripts/index.html>.**
- E. For Gay/Lesbian-owned businesses, visit www.nglcc.org**



Identifying Contracting Opportunities

- Register and submit your business profile to the databases that are used to locate contractors. Submit through SAM. The federal government has an online process that will categorize your company and identify related contracting opportunities
- Federal Agencies use this site to communicate buying requirements and solicitations above \$25,000. Be aware of state, county and local opportunities that have non-bid programs for projects under \$25,000.
- Identify all other portals that an agency or buying office may post its requirements on.
- NETWORKING!

Identifying Contracting Opportunities

- Zero in on agencies that are not meeting their small business goals: The Federal Procurement Data System posts scorecards for each agency.
- Could there be an opportunity here for your small business to lend its services and goods to help these agencies hit their targets next year? Know what the government is buying. Sites such as **USAspending.gov** and beta.SAM.gov
- Market intelligence firms like ONVIA or ImmixGroup can also do the work for you (ImmixGroup also has a useful blog that highlights upcoming opportunities as well as contracting tips).
- Get Help from **SBDCs** and **PTACs**

Identifying Contracting Opportunities

- Put boots on the ground: attend agency or industry related events. GoWin, GovEvents, Digital Government Institute, ACT-IAC and GovMark Council are sites to investigate
- Take advantage of the Office of Small and Disadvantaged Business Utilization (OSDBU) outreach events and expos. These serve to connect business owners to government buyers.
- Investigate local and national purchasing councils (NMSDCs).
- Avoid excessive fees.

Finding and Selling to Prime Contractors

- Sell your capabilities to the key prime contractor contact provided by Agency
- Determine best relationship: Subcontractor, Joint Venture or Contractor Team Arrangement.
- When seeking subcontracts, sell to the prime contractor's project manager rather than the government buyer. You will be selling to a person who wants quality subcontractors (quality not quantity).
- Track contract awards to find the right prime contractors, not for the recent win as much as for future wins. Attend Bid Openings.
- Many prime contractors have a website page where you can register to do business with them.
- Search for relevant contractors on LinkedIn and other social media



NETWORKING

- Until your company is formidable enough to go it alone, partner or team up with another small business. Heightens chance of winning a bid.
- Pursue Mentor-Protégé Program or SBA 8A Program:
- The 8(a) Business Development program assists eligible small disadvantaged businesses to compete through business development assistance. Although primarily a business development program, there are certain contracts restricted to certified 8(a) concerns.
- SBA SUB-Net site provides notices of Subcontracting Opportunities for contractors and subcontractors
- Participate in local and statewide events dedicated to matchmaking, networking and awareness
- **SBDCs, PTACs** and local chambers are primary resources for networking



SUBMITTING BIDS

While there are many differences most Requests For Proposals there are common elements that must be included in each Bid.

- How will your company accomplish the task and/or deliver products
- Resumes and qualifications of in-house staff and/or subcontractors.



SUBMITTING BIDS (Continued)

- Topics requested in RFP should be responded to in sequence..
- Charts and graphs may be used as relevant.
- Examples of similar projects completed should be included.



SUBMITTING BIDS (Continued)

- The proposal should be well written and proofread. If possible at least three people should proof read the BID for Proof read the proposal for grammar and content mistakes.
- Complete and signed all paperwork correctly. Errors in submission will most likely result in rejection.



NUMBERS GAME

The more RFP's you respond to with BIDS the greater chance of awards.



PROFITABILITY

- The bid winner is normally a qualified lowest bidder.
- Do not bid lowest price without fully understanding cost and ROI.



RESOURCES

- The Bidder must prove they have the resources to complete the project.
- It may be acceptable to utilize sub-contractors to complete a project however this must be disclosed in the bid.



New Jersey SBDC Client Services

- **General Counseling**
- **Business Planning / Financial Projections**
- **Loan Preparation**
- **Business Registration**
- **Special Events**
- **State Specialty Consultants**



- Kelly Brozyna | CEO-State Director
- Deborah Smarth | COO-Associate State Director
- Claricia Crawford | Director of Operations
- Leon Vaks | MIS Manager
- *Please email the NJSBDC HQ Team at sbdcinfo@njsbdc.com*

New Jersey SBDC Regional offices

- [Atlantic County/Cape May County](#)
 - NJSBDC at Richard Stockton College in Atlantic City
- [Bergen County](#)
 - NJSBDC at Bergen Community College
- [Burlington County](#)
 - NJSBDC at Rutgers Camden
- [Camden County](#)
 - NJSBDC at Rutgers Camden
- [Cumberland County](#)
 - NJSBDC at Richard Stockton College in Atlantic City
- [Essex County](#)
 - NJSBDC at Rutgers Newark
- [Gloucester County](#)
 - NJSBDC at Rutgers Camden
- [Hudson County](#)
 - NJSBDC at New Jersey City University
- [Hunterdon County/Somerset County](#)
 - NJSBDC at Raritan Valley Community College
- [Mercer County](#)
 - NJSBDC at The College of New Jersey
- [Middlesex County](#)
 - NJSBDC at Rutgers New Brunswick
- [Monmouth County](#)
 - NJSBDC at Brookdale Community College
- [Morris County](#)
 - NJSBDC of Northwest Jersey
- [Ocean County](#)
 - NJSBDC at Brookdale Community College
- [Passaic County](#)
 - NJSBDC at William Paterson University
- [Salem County](#)
 - NJSBDC at Rutgers Camden
- [Sussex County](#)
 - NJSBDC of Northwest Jersey
- [Union County](#)
 - NJSBDC at Kean University
- [Warren County](#)
 - NJSBDC of Northwest Jersey



For More Information

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