



Federal Acquisition Service

Pathways to Success

Understanding GSA's Multiple Award Schedule
for Prospective Contractors

Course Notes

- This training course is required for all prospective contractors seeking to become a GSA Schedule contract holder. Additionally, you must also complete the “Readiness Assessment” located on the MAS Roadmap at www.gsa.gov/masroadmap.
- You are required to acknowledge that you have completed both the *Pathways to Success* training and the *Readiness Assessment* within the past twelve months when you submit your offer through GSA eOffer at <https://eoffer.gsa.gov>.
- This training is best viewed in full screen mode. If you are using Adobe Acrobat Reader, select “View” from the menu bar, then choose “Full Screen Mode.” Adobe Acrobat Reader is available [here](#).
- This training takes should take ~3-4 hours to complete.
- Customer Service: ncscustomer.service@gsa.gov

Read Me First

We appreciate your interest in the GSA Multiple Award Schedule (MAS) Program. GSA Schedule contracts are long-term governmentwide contracts with commercial firms to provide ordering activities with access to a wide variety of commercial products and services. This training provides pertinent background information on the MAS Program.

Please read the “Read Me First” portion of the training in its entirety to learn about the benefits and responsibilities associated with being an GSA Schedule contractor. You will then be better informed to determine if obtaining a MAS contract is the right business decision for your firm.

The terms “GSA Schedule,” “Multiple Award Schedule,” and “Federal Supply Schedule (FSS)” all refer to the same Program. i.e. the GSA Schedule contract vehicle. The Program is designed to enable ordering activities to purchase commercial products and/or services quickly, efficiently, at fair and reasonable prices, and still meet all the requirements of the Federal Acquisition Regulation (FAR).

Read Me First (cont)

Becoming a successful MAS contractor requires that your company take a few key steps. The first step to success under the MAS Program is to perform due diligence and understand your commitments and obligations as a MAS contractor. Companies that have prepared well, understand their commitments and obligations, and have plans to meet those commitments and obligations, have thrived in the MAS Program.

The next step is to select the Special Item Number (SIN) that best aligns to the commercial products and/or services your company wants to offer. This action can be accomplished by accessing GSA eLibrary at www.gsaelibrary.gsa.gov.

Pathways to Success assists prospective GSA Schedule contractors in making informed business decisions as to whether obtaining a GSA Schedule contract is in their best interest. It provides background information on the GSA Schedules program and includes topics such as expectations of contractors, how to compete and succeed as a schedule contractor, how to develop a schedule-specific business plan, and how to submit a quality offer.

Read Me First (cont)

After completing *Pathways to Success*, you are required to complete the the mandatory *Readiness Assessment* self-evaluation. The *Readiness Assessment* is designed to assist prospective offerors in researching, analyzing, and deciding whether they are able to compete as a GSA contractor.

The *Readiness Assessment* is located at www.gsa.gov/masroadmap under “Training.” This assessment is required to be completed by an officer of your firm who is authorized to commit and is mandatory before submitting an offer.

It is important that your firm understand the solicitation clauses and requirements such as past performance and certifications, among other requirements. It is suggested that an officer carefully read and review the solicitation to which your firm will be responding PRIOR to completing the assessment. The assessment contains a combination of “Yes/No” and short answer questions. Each question will reference a step in the [vendor toolbox](#) that will assist you in researching, analyzing, and deciding if you are ready to become an MAS contractor.

Now, let’s continue down the Pathways to Success!

Pathways to Success Outline

- Chapter 1: MAS Program Overview
- Chapter 2: Is MAS a Good Fit for You?
- Chapter 3: Alternatives to MAS
- Chapter 4: Preparing and Submitting a Proposal
- Chapter 5: Evaluation and Award
- Chapter 6: Post Award Considerations
- Learning Resources & Technical Support

Chapter 1: MAS Program Overview

MAS Program Overview

In this chapter we will provide an overview of:

- Multiple Award Schedule (MAS) Program
- Contractor Business Opportunities
- Contractor Rewards
- Category Management
- Transactional Data Reporting

Multiple Award Schedule (MAS)

- The MAS program, commonly referred to as GSA's Schedule program, is the premier commercial acquisition program within the federal government.
- GSA's Multiple Award Schedule (MAS) is an indefinite-delivery, indefinite-quantity (IDIQ) contract for commercial products and services that are available for use by federal agencies worldwide and other authorized users.
- A list of authorized users is available [here](#).

Multiple Award Schedule (MAS)

Under the MAS Program, GSA enters into contracts with commercial firms to provide commercial products and services to federal agencies and other authorized users.

Buying activities place orders directly with MAS contractors to acquire products and services to meet their procurement needs.

MAS Contract Opportunities

- You may find opportunities across the government if you become a MAS contractor.
 - MAS is the Government's premier commercial acquisition program
 - MAS is a fast, easy and effective contracting vehicle for the federal buyer
 - MAS is compliant with all the rules and regulations of federal procurement
- It is important to remember that you must market your contract to potential buyers. The GSA Schedule contract provides no guarantee of sales, but can open doors to the federal market.

MAS Contract Opportunities

Some of the key benefits of the MAS Program include:

- Participation in the Government's premier commercial acquisition program that helps your organization firmly establish its presence in the federal marketplace.
- The MAS program is designed to mirror commercial buying practices in accordance with FAR Part 12 and helps to foster the government's use of commercial practices and access to commercial markets.
- Federal buyers find the streamlined ordering procedures for ordering from MAS contracts easier to achieve compliance with the federal procurement rules and regulations and it helps the buyer get the products and services they need right away. You can learn more about the procedures that federal buyers must follow at FAR 8.4.
- Federal agencies and authorized users obligate ~\$35 billion annually through MAS contracts.

MAS Contract Rewards

- The rewards of holding a MAS contract are numerous if your company is properly positioned to pursue the opportunities.
- Potential rewards include:
 - Dependable and reliable business
 - Being a part of a popular commercial acquisition program for the federal government
 - Innovative business solutions developed to meet customer needs
 - Reduction in costs in selling to the government

Category Management

- The MAS program aligns closely with Category Management, an approach the federal government is applying to buy smarter and more like a single enterprise. Category Management enables the government to eliminate redundancies, increase efficiency, and deliver more value and savings from the government's acquisition programs. It involves:
 - Identifying core areas of spend
 - Collectively developing heightened levels of expertise
 - Leveraging shared best practices
 - Providing acquisition, supply, and demand management solutions
- The MAS Program is organized around the 12 governmentwide categories prescribed by the Office of Management and Budget (OMB).

MAS Categories

Facilities	Furniture and Furnishings	Human Capital	Industrial Products and Services
Information Technology	Miscellaneous	Professional Services	Office Management
Scientific Management and Solutions	Security and Protection	Transportation and Logistics	Travel

Here are the 12 large categories under the GSA Schedule.

The next two slides list the 83 subcategories.

MAS Subcategories

Facilities	Furniture & Furnishings	Human Capital	Industrial Products & Services	Information Technology	Miscellaneous
<ul style="list-style-type: none">• Structures• Facilities Services• Food Service Equipment• Facilities Supplies• Facilities Solutions• Facilities Maintenance and Repair	<ul style="list-style-type: none">• Miscellaneous Furniture• Office Furniture• Flooring• Fitness Solutions• Signs• Household, Dormitory & Quarters Furniture• Packaged Furniture• Healthcare Furniture• Furniture Services	<ul style="list-style-type: none">• Human Resources• Background Investigations• Compensation and Benefits• Temporary Help Services• Social Services	<ul style="list-style-type: none">• Industrial Products• Packaging• Cleaning Supplies• Fire /Rescue / Safety / Environmental Protection Equipment• Hardware and Tools• Fuel Management• Machinery and Components• Test and Measurement Supplies• Industrial Products and Services Maintenance and Repair	<ul style="list-style-type: none">• IT Hardware• IT Software• Telecommunications• IT Solutions• IT Training• Electronic Commerce• IT Services	<ul style="list-style-type: none">• Apparel• Complimentary Special Item Numbers (SINs)• Personal Hair Care Items• Musical Instruments• Awards• Flags

MAS Subcategories (cont)

Office Management

- **Printing and Photographic Equipment**
- **Office Supplies**
- **Audio Visual Products**
- **Media Services**
- **Media Products**
- **Records Management**
- **Document Services**
- **Office Services**
- **Audio Visual Services**
- **Mail Management**
- **Office Management Maintenance and Repair**

Professional Services

- **Marketing and Public Relations**
- **Financial Services**
- **Legal Services**
- **Technical & Engineering Services (non-IT)**
- **Business Administrative Services**
- **Logistical Services**
- **Language Services**
- **Environmental Services**
- **Training**
- **Identity Protection Services**

Scientific Mgmt & Solutions

- **Laboratory Equipment**
- **Laboratory Animals**
- **Search and Navigation**
- **Medical Equipment**
- **Testing and Analysis**
- **Scientific Services**

Security & Protection

- **Protective Equipment**
- **Security Services**
- **Security Systems**
- **Security Animals and Related Services**
- **Marine and Harbor**
- **Testing Equipment**

Transportation & Logistics Services

- **Motor Vehicles (non-Combat)**
- **Automotive Body Maintenance and Repair**
- **Packaging Services**
- **Package Delivery**
- **Transportation of Things**

Travel

- **Employee Relocation**
- **Lodging**
- **Travel Agent and Misc Services**

Transactional Data Reporting (TDR)

The [Transactional Data Reporting rule](#) is an amendment to the General Services Acquisition Regulation (GSAR) that is intended to enhance the ability of the government to make smarter purchasing decisions through the sharing of information.

Specifically, the final rule requires GSA FSS contractor holders, GWAC contract holders, and Government-wide IDIQ contract holders to submit various transactional data points to GSA on a monthly basis.

In addition, the final rule seeks to compensate the additional contractor burden through the elimination of the Commercial Sales Practice (CSP) disclosures and the Price Reduction Clause (PRC) basis of award tracking customer requirement.

Transactional Data Reporting (TDR)

- In 2016, GSA launched the [Transactional Data Reporting \(TDR\)](#) pilot across select Schedules to further promote transparency and competition.
- **The TDR pilot benefits industry by:**
 - Eliminating the requirement to provide Commercial Sales Practices (CSP) and establish discount relationships under the Price Reductions Clause (PRC)
 - Reducing contract administration burden associated with tracking and reporting requirements under the PRC
 - Increasing transparency and insight into the federal marketplace

Transactional Data Reporting (TDR)

Contractors participating in the pilot are required to electronically report 11 standard data elements, such as price and part number, for products and services sold. The collection of transactional data supports the Government's shift towards category management by allowing it to centrally analyze what it buys and how much it pays, and thereby identify the most efficient solutions, channels, and sources to meet its mission critical needs.

Benefits of TDR include:

- The rule removes burdensome tracking and reporting supplier requirements from the price reduction clause (PRC) and commercial sales practices (CSP), when MAS contractors agree to report transactional data.
- The removal of duplicative and inefficient PRC and CSP disclosure requirements also reduces barriers for entry into the federal marketplace, particularly for small businesses.
- GSA estimates that the rule's removal of current burdensome requirements will result in an estimated annual burden reduction of \$29 million for GSA Schedule contractors participating in the TDR pilot.
- TDR enables agencies to make better buying decisions & achieve savings that can be passed on to the taxpayer, supporting the governmentwide category management initiative.
- TDR will provide an unprecedented level of transparency and insight into the federal and commercial marketplaces, harnessing tools and information previously unavailable to drive faster, more strategic, and more successful contracting actions across the federal government.

Transactional Data Reporting (TDR) (cont)

- Participation in the TDR Pilot is voluntary.
- To determine which SINs are applicable to the TDR pilot, please refer to the available offerings spreadsheet located [here](#).
- Contractors **cannot opt out** of TDR once they are in.
- **In FY22, GSA is planning to expand TDR across all MAS Special Item Numbers (SINs).**
- **More information will be posted at [GSA Interact](#) as it becomes available.**

Chapter 2: Is MAS a Good Fit for You?



Is a GSA MAS Contract the Right Business Decision for My Company?

It is important to understand the scope, requirements, and commitment needed to become a GSA MAS contractor. You should consider these questions before deciding to submit an offer:

- Does market research show that federal, state, and local governments are buying the types of products and services that your company wants to offer?
- Have you been in business for at least two years and have two years of financial statements to support this?
- Do you have evidence of successful past performance?
- Do you have the resources to market your commercial products and services after the award of the contract?

Companies who can answer “yes” to the above questions – and understand their commitments and obligations – enhance their chance at a successful outcome. The award of a GSA MAS contract does not guarantee future sales, and it is up to you to market your company.

Understanding the Requirements

Understand the MAS Solicitation:

Download, read, and understand the entire [solicitation](#) and applicable category attachment(s). It is **very important** to pay close attention to Solicitation Provision SCP-FSS-001, *Instructions to Offerors* contained within the solicitation.

Understand the Scope:

To qualify for a GSA MAS contract, your company must have products or services that fit under a GSA Schedule category, i.e., Special Item Number (SIN). For more information on SINs, visit GSA eLibrary at www.gsaelibrary.gsa.gov.

Is there a demand for my products or services?

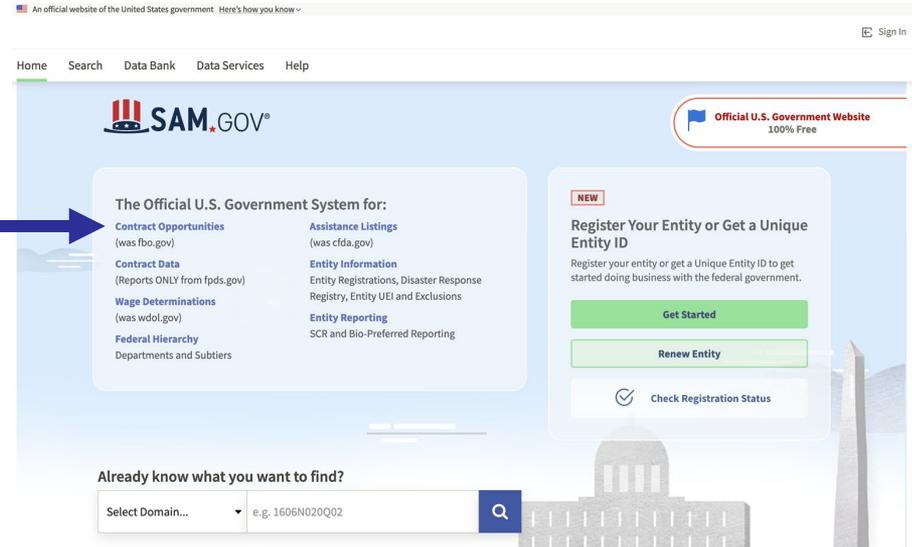
Refer to the following government marketplace websites:

- Contracting Opportunities and Contract Data Reports: <https://sam.gov/>
- Forecast of Opportunities: found on individual agency websites
 - Search for “federal government business forecast” or similar terms to find agency websites with forecast information

System for Award Management (SAM)

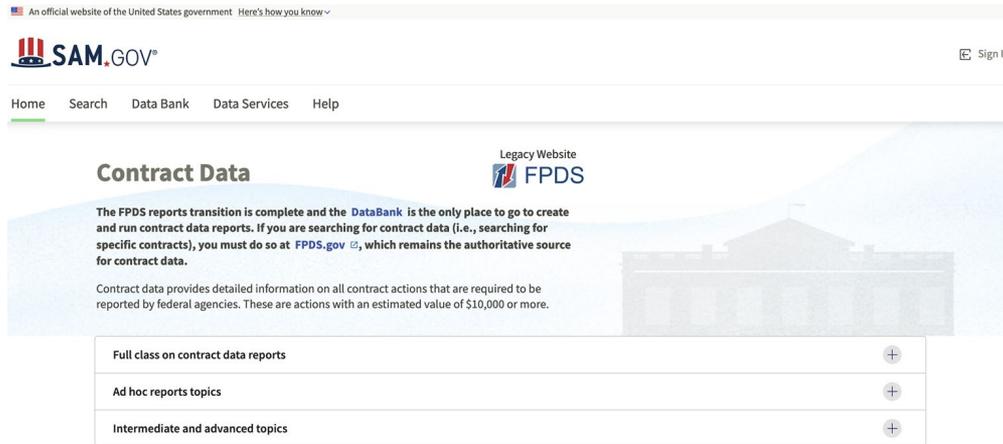
This website is the single point of entry for all Government procurements that exceed \$25,000.

- Go to [SAM.gov](https://sam.gov)
- Click on "Contract Opportunities"



System for Award Management (SAM) (cont)

Contract Data Reports - <https://sam.gov/content/contract-data>



An official website of the United States government. Here's how you know

SAM.GOV Sign In

Home Search Data Bank Data Services Help

Contract Data

Legacy Website
FPDS

The FPDS reports transition is complete and the [DataBank](#) is the only place to go to create and run contract data reports. If you are searching for contract data (i.e., searching for specific contracts), you must do so at [FPDS.gov](#), which remains the authoritative source for contract data.

Contract data provides detailed information on all contract actions that are required to be reported by federal agencies. These are actions with an estimated value of \$10,000 or more.

- Full class on contract data reports
- Ad hoc reports topics
- Intermediate and advanced topics

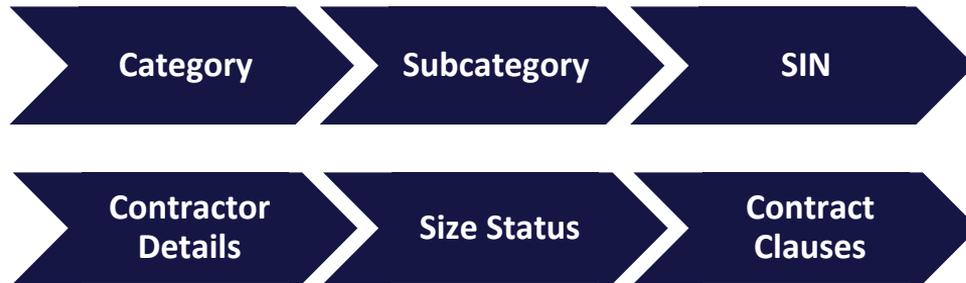
- Register and create an account
- Identify who bought what, how much was spent, when and where
- Identify products and services the government bought and your organization may want to offer

Will my organization be able to compete with other MAS contractors?

Your organization can answer this question by determining where your business fits in the federal marketplace by using these three websites to conduct research.

These GSA websites can help you conduct market analysis to ensure your organization can compete for MAS order awards:

- GSA eLibrary www.gsaelibrary.gsa.gov
- GSA *Advantage!*[®] www.gsaadvantage.gov
- FAS [Schedule Sales Query Plus](#) (SSQ+) will help you determine how well other companies are doing selling the same or similar products and/or services in the Federal marketplace.



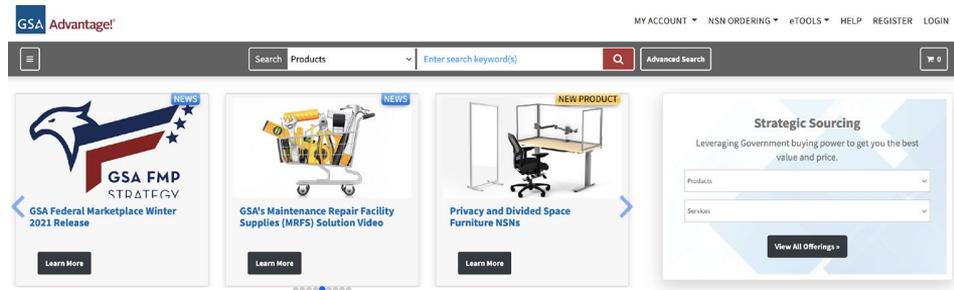
eLibrary - The official online source for complete GSA and VA Schedules information – a great market research tool.

www.gsaelibrary.gsa.gov

- GSA eLibrary is your one source for the latest GSA contract award information. GSA's key goal is to deliver excellent acquisition services that provide best value, in terms of cost, quality and service, for federal agencies and taxpayers.
- One of the best ways to research a Schedule category (or Special Item Number (SIN)) is by going to GSA eLibrary and selecting your category.
- You can access all MAS categories, subcategories, and active contractors at <https://www.gsaelibrary.gsa.gov/ElibMain/scheduleSummary.do>.
- This will allow you to identify your category and assess your competitors.

GSA Advantage!®

- GSA Advantage!® is the government's premier online shopping system. Government buyers use GSA Advantage!® to purchase millions of high quality products, services, and solutions from thousands of approved commercial vendors.
- Search for products, services, and suppliers
- Perform market research
- Compare features, pricing, delivery times, warranty terms, services, and other terms and conditions



<https://www.gsaadvantage.gov/>

GSA Advantage!®

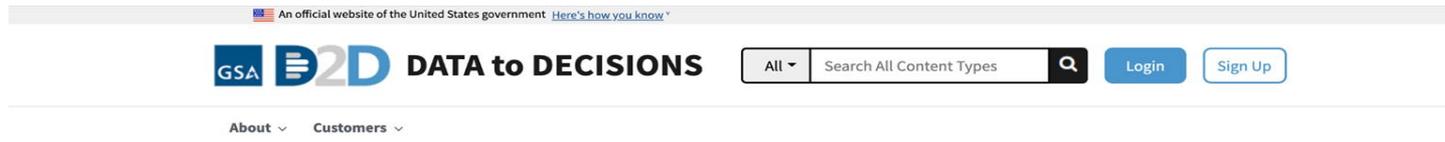
GSA Advantage! is GSA's online shopping and ordering system that federal buyers across the government use daily. It can also be used as a great tool to help you size up your competition.

Once you have identified your potential competitors through GSA eLibrary, you can use GSA Advantage! to compare the pricing and terms and conditions of these competitors with what you are prepared to offer under a MAS contract.

Performing this comparison should give your organization a good indication of how competitive you are likely to be.

FAS Schedule Sales Query Plus (SSQ+)

FAS Schedule Sales Query Plus (SSQ+) enables you to easily access the sales, business size, and NAICS information reported by our active GSA Schedule contractors.



FAS Schedule Sales Query Plus (SSQ+)



Schedule Sales Query Plus (SSQ+)

<https://d2d.gsa.gov/report/fas-schedule-sales-query-plus-ssq>

Is my organization positioned for MAS contract success?

To be successful in the MAS program, your firm must invest in additional education for your organization's staff on how the program works and how to successfully manage your contract.

- Prepare a MAS Contract Specific Business Plan
- Devote Resources
- Develop Expertise



Is my organization positioned for MAS contract success?

Now that we have walked you through performing market analysis of the Federal marketplace and the MAS program, it is time to ask yourself if your organization is prepared to do what it takes to become a successful MAS contractor.

Being prepared means devoting resources such as: money, employees, and time. It means developing expertise in the MAS program by investing in additional education for your organization's staff on how the program works and how to successfully manage your contract. Lastly, it means your organization needs to be willing to prepare an MAS contract specific business plan for success.

Your organization needs to decide if they are willing to take the necessary steps to achieve a good return on your investment.

Is your organization ready to seize this tremendous opportunity? Only you and your organization can answer this question.

Chapter 3: Alternatives to MAS

What if MAS is not a fit?

- After answering the important questions in Chapter 2, you may have decided that your organization does not want to make an offer at this time.
- Consider these alternate strategies:
 - Open market opportunities
 - Subcontracting opportunities
 - Periodically re-evaluate your position

What if MAS is not a fit?

There may be an alternative strategy your business should consider to develop the tools, experience, and contacts to help your organization firmly establish itself in the Federal marketplace which may lead to that next step of obtaining a MAS contract.

In this chapter, we will discuss pursuing open market opportunities, subcontracting opportunities, and when you should re-evaluate your position.

Open Market Opportunities

GSA's Multiple Award Schedule program is not the only way the government procures products and services.

- **Approximately 90% of government needs are procured outside of GSA Schedule contracts annually**

Other methods used by the government include:

- Open-market competition
- Other contract vehicles designated as Governmentwide Acquisition Contracts (GWACs) or Multi-Agency Contracts (MACs)

Subcontracting Opportunities

Subcontracting opportunities are another avenue your organization can pursue to gain valuable experience in the federal marketplace and participate in the MAS program.

There are several different resources available to your organization to actively search for subcontracting opportunities:

- **U.S. Small Business Administration's (SBA) Subcontracting:** [sba.gov/contracting/finding-government-customers/subcontracting](https://www.sba.gov/contracting/finding-government-customers/subcontracting)
- **Central Contractor Registration (CCR):** [sam.gov](https://www.sam.gov)
- **GSA Office of Small and Disadvantaged Utilization:** www.gsa.gov/small-business

Subcontracting Opportunities

The FAR promotes small business participation in the Federal acquisition process through subcontracting. Large prime contractors have negotiated subcontracting goals that they must make a “good faith effort” to achieve. These regulations give prime contractors a strong incentive to seek out qualified small businesses to participate either in an order under the MAS program or through other Federal acquisition opportunities.

There are several different sources available for you to actively search for subcontracting opportunities. Links to all of these websites can be found on SBA’s subcontracting page. Also, the GSA Office of Small Business Utilization can assist in identifying subcontracting opportunities within GSA.

In addition to searching these websites, it is important that you develop good relationships with businesses with which to subcontract. In developing these critical business relationships, it is important to:

- Plan by developing a list of contacts and communicating with each of these individuals to see what types of opportunities there may be for your organization
- Provide these individuals with the information on your organization’s capabilities and offerings
- Keep a record of what they were interested in and what they aren’t interested in from your organization

Reevaluate When to Make an Offer

- Pursuing these opportunities will help your organization gain valuable experience, establish contacts in the Federal marketplace, and help place your organization on a pathway to success.
- Periodically reevaluate when your organization wants to make an offer.
- If now is the right time, follow the next steps.

Reevaluate When to Make an Offer

Now that you've learned more about Alternatives to the MAS Program, your business may decide this is the right strategy to pursue at this time.

If you chose to pursue this strategy, we encourage you to periodically reevaluate whether you want to submit an offer. Remember, the MAS solicitation is continuously open to receive new offers and to award new MAS contracts. GSA wants you to take the time to ensure that you receive a return on your MAS contract investment and achieve success in the MAS Program.

So we recommend that periodically you go back and answer the questions in Chapter 2 again. If now is the right time, the next chapter of the presentation will discuss preparing and submitting an offer to GSA.

Chapter 4: Preparing and Submitting an Offer

Yes, I Want to Submit an Offer!

What happens next?

What are the steps that my organization must take toward having a successful MAS contract?

Chapter 4 is designed to answer this important question by providing the information and tools you need to successfully submit an offer.



Getting Started

Consider taking GSA MAS training courses and reading all the available MAS program literature. This is critical toward your organization becoming a knowledgeable MAS offeror and a high-performing MAS contractor.

- Read, and understand the [MAS solicitation](#)
- GSA offers training resources through these sites:
 - **MAS Roadmap:** gsa.gov/masroadmap
 - **Schedule Information:** gsa.gov/schedule
 - **GSA Training Events:** gsa.gov/events

This may be the single most critical action you can take.

It is very important that you fully understand the solicitation.

Pay close attention to SCP-FSS-001, *Instructions to Offerors*.

Getting Started

GSA is continuously looking for highly qualified firms to increase competition and serve the needs of ordering activities. While not all firms that submit an offer are awarded MAS contracts, the MAS program, in accordance with statutory authority, is open to all responsible offerors.

To be considered for the award of a GSA MAS contract, you must demonstrate that your firm meets all MAS program requirements.

You must register for a unique entity identifier (UEI, currently DUNS) at the System for Award Management (SAM.gov) to do business with the federal government, including participating in the MAS program.

See www.SAM.gov/content/entity-registration for more information.

Understand the MAS Solicitation

- Visit [SAM.gov](https://sam.gov)
- Download the Solicitation and the applicable Category Attachment
- Clauses incorporated by reference
 - It is important that you understand the clauses that are incorporated into the solicitation by reference.
 - At the link above, see the attachment entitled “IBR Attachment...”

Assemble Your Offer

After you have completed the preliminary training, registered, and familiarized yourself with the solicitation, you will start developing your proposal to submit to GSA. This includes completing the following forms located under the “Templates to download, complete, and upload in [eOffer](#) (if applicable)” section of the Available Offerings and Requirements page.

- Agent authorization letter
- Letter of supply (products only)
- Price proposal template

You will also need to compile all the information below and submit it through the eOffer system.

- Financial statements
- Subcontracting plan (if you are not a small-business concern)
- Technical proposal
- Commercial Sales Practice-1 (CSP-1)
- Professional compensation plan
- Commercial price list
- Previous cancellation and rejection letters
- Price narrative with supporting documentation
- Successful past performance documentation

Chapter 5: Evaluation and Award

Evaluation and Award

In this chapter you will learn about:

- Requirements
- Completing a MAS Offer
- Electronic Submission: eOffer
- MAS Proposal Evaluation Process

Now that we have discussed developing a MAS contract specific business plan for success, it is time to talk about completing the MAS solicitation, submitting your offer to GSA, and hopefully receiving that contract award. In this section, we will discuss submitting an electronic MAS offer, areas that need your attention in completing a MAS solicitation, and the MAS proposal evaluation process.

Evaluation Factors

After offers are received, each individual offer is evaluated on its own merit

Offerors are provided opportunities to clarify deficiencies and are allowed to submit supplemental information

Schedule contract evaluation factors include:

- Technical
 - Factor One – Corporate Experience
 - Factor Two – Past Performance
 - Factor Three – Quality Control
 - Factor Four – Relevant Project Experience (services contracts only)

- Pricing

Subcontracting Compliance

Subcontracting Plans are required on MAS contracts if your organization is not a small business.

- Required Subcontracting Plan reports must be submitted in the Electronic Subcontracting Reporting System (eSRS) at www.esrs.gov
- You must make “Good Faith” effort to meet subcontracting goals
- GSA’s subcontracting goals can be found at [GSA Subcontracting Goals](#)

Completing a MAS Solicitation

In completing the MAS solicitation, follow this process

- Create a cover letter to accompany your offer
- Complete the Standard Form 1449 (and additional pages) by filling out blocks 17a, 17b, 30a, 30b, and 30c of the form and make sure the form is signed by a corporate official who is authorized to bind your company
- Identify which Special Item Numbers (SINs) cover the products and/or services your organization wants to offer
- **Select the North American Industrial Classification System (NAICS) code for each SIN your organization is offering. The NAICS code determines your business size. For assistance with NAICS codes, their definitions and the size standards, you should visit the U.S. Small Business Administration's (SBA) website at www.sba.gov.**
- Once you have selected the appropriate NAICS code(s) go back to the company's SAM.gov entry and make sure that you have included that specific code or codes in the registration. Update the registration at the System for Award Management (SAM) website as necessary.

Completing a MAS Solicitation

- There are multiple solicitation provisions to complete including:
 - Commercial Item Delivery Schedule
 - Delivery Prices
 - Scope of Contract
 - Offeror Representation and Certifications – Commercial Items (Complete your representations and certifications on-line through the ORCA website at sam.gov)
 - 8(a) Representation for MAS program
 - Authorized Negotiators
 - Contact for Contract Administration
 - Ordering Information
 - Contractor's Remittance (Payment) Address
 - Place of Performance

Electronic Offer Submission: eOffer

- [eOffer](#) automates the MAS proposal process by allowing your organization to prepare and submit your offer electronically and is required for GSA's Schedule Program
- What is eOffer?
 - eOffer is a web-based application that allows offerors to electronically prepare and submit a MAS offer to the Federal Acquisition Service (FAS).
- What is the purpose?
 - The purpose of eOffer is to create an interactive, secure electronic environment that simplifies the contracting process from submission of offers to awards. eOffer enables a seamless transmission of data from the industry community to GSA.
- How are documents signed?
 - Offerors sign documents electronically to create a legally binding electronic contract.

Electronic Offer Submission: eOffer

- Learn about the eOffer process
 - The offer process has three basic steps you must complete before you can submit your offer. First, you should get ready by taking required training, completing necessary registrations, and reading the MAS solicitation. Next you'll assemble your offer. Last, you'll finalize your offer.
- Step 1 - Authentication
 - Digital certificates are not required to access eOffer.
 - Offerors will use [FAS ID](#) credentials to access eOffer. FAS ID is a secure, centralized identity management system that allows contractors to access many GSA applications with one email and password. Follow the instructions on the eOffer homepage to register for FAS ID, if needed.
- Step 2 - Completing the Offer
 - Offeror completes all sections within the eOffer process and adds supporting documents, e.g. pricelist.

Electronic Offer Submission: eOffer

- Step 3 - Submitting the Offer
 - Once the offeror is satisfied with the responses and supporting documents, they will click "Submit Proposal." The application then creates an offer document that shows your responses, which is sent to the Contracting Office with all of your attachments.

- Step 4 - eOffer Review
 - Once the offer has been assigned and reviewed by the GSA Contracting Official, they will contact the offeror with clarifications or additional requested information.

- Step 5 - Award Contract
 - After the offer review process is complete, the GSA Contracting Official will create the contract package including all the files that will make up the final contract.

Getting Started With eOffer

The eOffer process works as follows:

1. Read the solicitation
2. Prepare responses to all solicitation provisions
3. Create any necessary attachments
4. Obtain a FAS ID (located on the [eOffer home page](#) under “Register Account”)
5. Complete your offer using the web-based tool
6. Submit your offer electronically



Welcome

Welcome to the eOffer/eMod User Help Center! This site has been designed as a guide to introduce you to the eOffer/eMod system. Throughout this Knowledge Base, you will find a step-by-step approach explaining many specific functions within the eOffer/eMod system, as well as information to provide you with a firm understanding of the system as a whole.

Featured Additions

Below are featured articles we would like to bring to your attention.

Transition to UEI

2021-09-11

GSA will be transitioning to using UEI instead of DUNS. These changes will impact the way you interact with the system.

[Read More](#)

New login process utilizing MFA

2021-02-13

GSA has added MFA when logging into eOffer/eMod. This means creating an FAS ID and accessing Okta in order to properly log on and utilize eOffer/eMod.

[Read More](#)

DocuSign is now part of the signature process

2020-12-07

DocuSign will now be used during the signature process for eOffer and eMods. These changes will impact the way you interact with the system.

[Read More](#)

Release of the eOffer/eMod Online User Guide

2014-02-01

The new version of the Online User Guide has launched. Learn more about its features here.

[Read More](#)

You can learn more about eOffer and get help [here](#).

How Does GSA Evaluate a MAS Offer?

- Completeness
- Scope
- Responsibility
- Subcontracting
- Proposed MAS Pricing and Price-Related Terms & Conditions

Completeness

MAS offers are required to provide complete information, to conform to the MAS solicitation, and respond to all solicitation provisions. If your offer is incomplete, the Procurement Contracting Officer (PCO) may not award your organization a MAS contract.



Scope of MAS Solicitation

- PCOs will review your offer to ensure the products and/or services that your organization is offering are within the scope of the MAS solicitation.
- Questions should be referred to the appropriate Point of Contact listed in the solicitation cover letter.

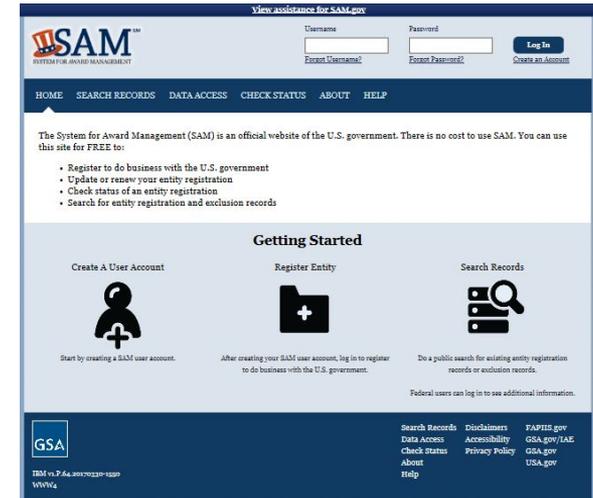
Demonstrating Responsibility

- One of the most important roles of the PCO in evaluating an offer is to determine whether or not a contractor is responsible in accordance with [FAR Subpart 9.1](#)
- PCOs must make an affirmative responsibility determination. Three broad categories of responsibility are:
 - Integrity and Business Ethics
 - Financial Capability
 - Experience and Performance Capability

Integrity and Business Ethics

Your contracting officer will check the Excluded Parties List.

- Offerors will not be considered for award if a principal of the company or the company itself is listed in this registry



Financial Capability

- As a part of the overall responsibility determination, the PCO must ensure that the contractor has adequate financial resources
- PCO reviews all readily available financial information
- Offeror must demonstrate adequate financial resources or the ability to obtain them
- Additional information may be requested

Experience and Performance Capability

- Prospective MAS offerors must demonstrate a satisfactory performance record and the capability to successfully perform in accordance with the terms and conditions of the MAS contract
- Multiple sources of information may be used
- If the contracting officer determines that an offeror is not a responsible company, the offer will be rejected
- You can learn more about determination of responsibility at [FAR 9.1](#)

Small Business Subcontracting Plan

- Required if your company is classified as “Other Than Small Business”
- PCOs will review elements of the plan for acceptability
- A sample of the subcontracting plan format is normally found as an attachment to the solicitation

Proposed Pricing Evaluation

GSA contracting officers are required to:

- Conduct Price Analysis
- Make a Fair and Reasonable Pricing Determination
- Seek Most Favored Customer (MFC) Pricing*
 - *Not applicable to Transactional Data Reporting (TDR) contracts

Information Used in Conducting Price Analysis

Information used to conduct price analysis may include:

- Commercial Sales Practices (CSP) Information
- Full and Complete Disclosure
- Pricing/Discount Information From Current or Prior Contracts
- Anticipated Overall Volume of Government Purchases Under the Resultant Contract
- Recommendations From Pre-award Audits and Pricing Specialists

TDR Price Analysis Requirement

For offers opting into the TDR pilot, the PCO will consider the relative competitiveness of the vendor's price to other vendors' prices.

The PCO will most commonly consider:

- Prices paid information for the same or similar items
- Contract-level prices from other MAS contractors other governmentwide contracts
- Commercial data sources that consolidate and normalize prices offered by commercial vendors to the general public

MAS Contract Formation Process

Step 1: Fact Finding and Clarifications

Step 2: Negotiations

Step 3: Request for Final Proposal Revision (FPR)

Step 4: Decision of Award or No Award

Chapter 6: Post Award Considerations

Managing Your Contract

Contract administration is extremely important during the performance of your contract. Here are some of the key items you need to know:

- Read and understand the terms and conditions of the your contract.
- You may submit modifications to update pricing and add/delete products and services from your MAS contract (see [GSAR 552.216-70](#), *Economic Price Adjustment*).
 - Please refer to clause [GSAR 552.238-82](#), *Modifications*.
- Records management is critical. Have a plan to maintain contract documents, purchase orders, and sales records.
- Be prepared to accept the government purchase card for payments up to the micro-purchase threshold (currently \$10,000).

Creating a Business Development Plan

You must also do business development to achieve success under the MAS Program. You should be prepared to:

- Identify Your Target Market
- Distribute Your MAS Price List
- Maximize Your Presence On GSA Advantage!
- Seize Opportunities in GSA eBuy
- Expand Opportunities Through Teaming
- Utilize GSA Logos
- Maximize Advertising Opportunities

Identify Your Target Market

In performing your market analysis of the Federal marketplace, your organization may identify your target market through these market research tools:

- **Contract Opportunities and Contract Data Reports (sam.gov)**
<https://sam.gov/>
- **Eligibility to Use GSA Sources (GSA Order ADM 4800.2I)**
gsa.gov/portal/content/104212

Capture Your Target Market

As part of your business development strategy, consider:

- Leveraging past performance
- Building relationships with potential customers
- Developing a business opportunities database

Distribute Your MAS Price List

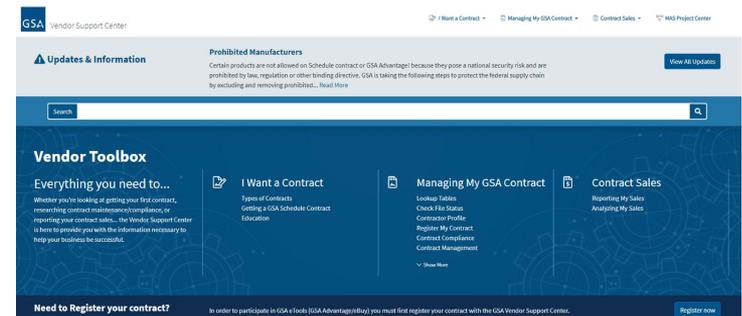
Here are some options for distributing your MAS price list:

- Produce your MAS price list in accordance with Clause I-FSS-600
- Upload approved MAS price list to *GSA Advantage!*[®]
- Post a copy on your website and have a link to your website on *GSA Advantage!*[®]
- Distribute your MAS pricelist to potential customers

Maximize Presence on GSA Advantage![®]

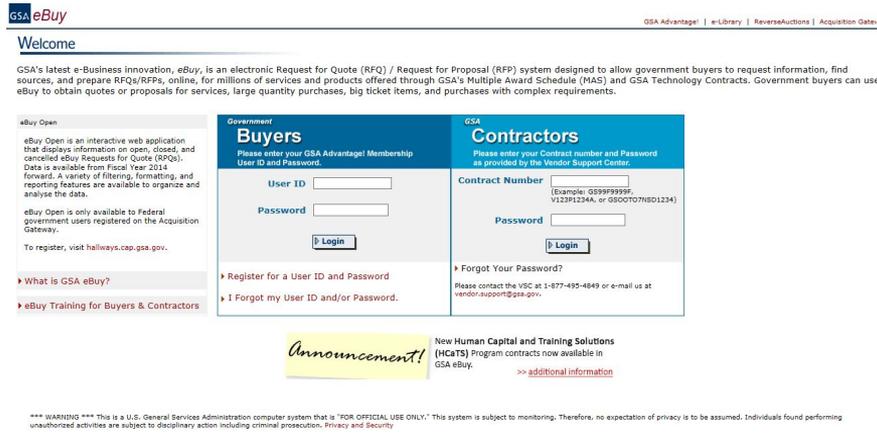
Make your presence known on GSA Advantage![®] We recommend your organization consider the following to help maximize your presence on GSA Advantage![®]

- Review GSA Advantage![®] requirements clauses (I-FSS-597, GSA Advantage![®] and I-FSS-599, Electronic Commerce)
- Develop a plan to maintain your information on GSA Advantage!
- Visit the Vendor Support Center (VSC) website



Seize Opportunities in eBuy

Seizing opportunities in eBuy will be critical toward your business development success. eBuy is a GSA Advantage! based Request for Quote (RFQ) system where buyers submit RFQs to GSA contract holders. Check out the website at ebuy.gsa.gov.



The screenshot shows the GSA eBuy website interface. At the top left is the GSA eBuy logo. The main header area includes a 'Welcome' message and a brief description of the system. Below this, there are two main columns for user login: 'Buyers' and 'Contractors'. The 'Buyers' column has fields for 'User ID' and 'Password', with a 'Login' button. The 'Contractors' column has fields for 'Contract Number' and 'Password', with a 'Login' button. There are also links for 'Register for a User ID and Password' and 'Forgot Your Password?'. A yellow 'Announcement!' box highlights 'New Human Capital and Training Solutions (HCATS) Program contracts now available in GSA eBuy.' with a link to 'additional information'. At the bottom, there is a 'WARNING' notice about the system's official use only status.

Contractor Team Arrangements (CTA)

CTAs allow both you and the teaming partner to act as the MAS contractors to provide the customer with a “total solution” by combining complementary capabilities, while at the same time retaining the ability to focus on your own core areas of expertise.

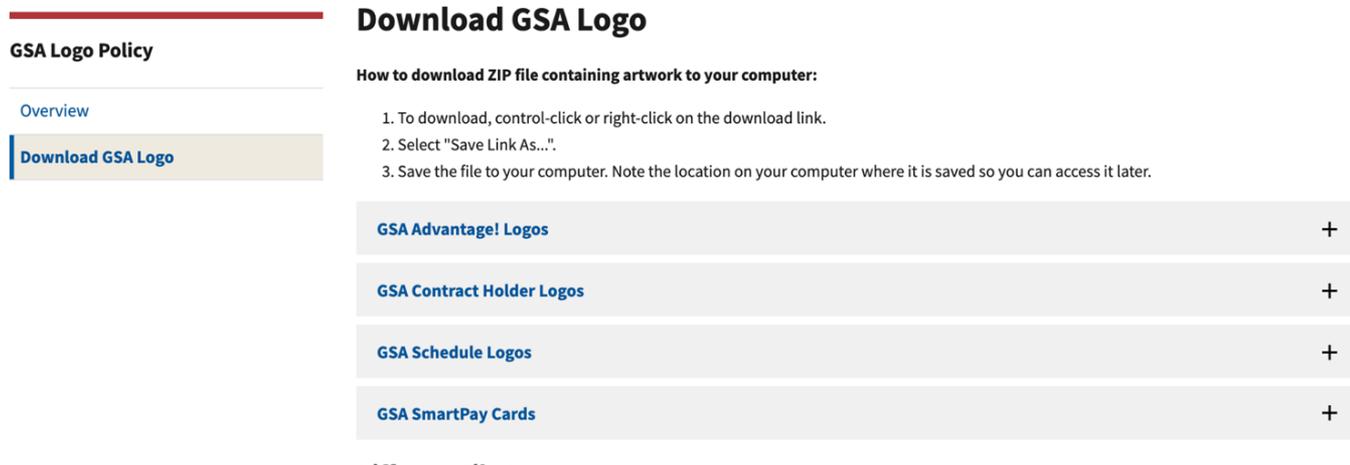
- Teaming up can expand the number of opportunities available for quote submission
- Plan ahead and identify other MAS contractors as possible teaming partners

Learn more about teaming at www.gsa.gov/ctas.



GSA Logos

- As a MAS contractor, your business is encouraged to add GSA logos to your MAS literature to help Federal customers identify your firm as a MAS contractor. Please read the online guidelines before using the GSA logo on your publications.
- Find GSA logos at <https://www.gsa.gov/reference/gsa-logo-policy/download-gsa-logo>



The screenshot shows the 'GSA Logo Policy' page. On the left, there is a navigation menu with 'Overview' and 'Download GSA Logo' (the latter is highlighted). The main content area is titled 'Download GSA Logo' and includes instructions on how to download a ZIP file. Below the instructions is a list of logo categories, each with a plus sign to its right:

- GSA Advantage! Logos
- GSA Contract Holder Logos
- GSA Schedule Logos
- GSA SmartPay Cards

Developing a Contract Compliance Plan

- Areas of Consideration
 - Pricing
 - Trade Agreements Act
 - Scope of Contract
 - Subcontracting
 - Sales Reporting and Industrial Funding Fee (IFF) Remittance
 - Managing Your Contract

Note: This is not an exhaustive list of areas to consider when developing a compliance plan. It imperative that you read and understand the terms and conditions of your contract.

Pricing Compliance

Pricing is a critical area that your organization will need to monitor for contract compliance.

Except for contracts subject to Transactional Data Reporting (TDR) requirements, MAS contract pricing is based upon the “Most Favored Customer” (MFC) pricing concept.

This is where GSA seeks to establish the basis of award pricing concepts.

- Various MAS contract clauses affect the basis of award pricing relationship
e.g. [GSAR 552.238-81](#), *Price Reductions*

Trade Agreements Act (TAA) Compliance

- TAA is the enabling statute that implements numerous multilateral and bilateral international trade agreements and other trade initiatives.
- You should fully understand the implications the TAA may have on your contract.
- It means that all items offered and sold through your GSA MAS contract are required to be TAA compliant, regardless of the order value.
- A list of TAA designated countries is maintained at [FAR 52.225-5](#).

Scope Compliance

- MAS contractors must comply with the scope of their contract. Areas to consider to ensure scope compliance include:
 - Does the work being performed or the products being provided fall within the descriptions of the Special Item Numbers (SINs) that were awarded under the MAS contract?
 - Is the service or product awarded by my GSA CO on my MAS contract?
- If you offer products or services that are outside the scope of your MAS contract in response to an RFQ, you will be susceptible to a protest filed by a competitor with the Government Accountability Office (GAO).

Sales Reporting and IFF Remittance Compliance

- Please refer to [GSAR 552.238-80](#), *Industrial Funding Fee and Sales Reporting*
- Contractors subject to transactional data reporting (TDR) requirements should refer to [GSAR 552.238-80](#), *Industrial Funding Fee and Sales Reporting Sales (Alternate I)*
- MAS Contractors are responsible for reporting all MAS contract sales and remitting the IFF (0.75% of sales)

vsc.gsa.gov/administration/salesReporting.cfm

Resources and Help

Learning Resources & Help

- MAS Roadmap: www.gsa.gov/masroadmap
- GSA Schedule Homepage: www.gsa.gov/schedule
- GSA Office of Small and Disadvantaged Business Utilization: www.gsa.gov/smallbusiness
- Customer Service: ncscustomer.service@gsa.gov

