

EXAMPLE BID/NO-BID ISSUES

Opportunity/Program Overview

Background & Requirement

Strategic Analysis

- Work Scopes' fit to corporate strategies
- Market assessment/
- Program Go (Pgo)/Program Win (Pwin) Assessment

Financial considerations

Customer considerations

- Customer profile & Budget
- Acquisition Plan/issues
- Source Selection Process (best value vs. low bid) and evaluation criteria

Competition Issues

- Companies Strengths & Weaknesses
- Potential Competitor Strengths and Weaknesses
 - Black-hat (likely competitor strategies)
- Past Performance
 - Companies
 - Competitors (if known or projected)

Opportunity to Win the Program

- Win strategy (proposal, Ghosting and Contact Plan Strategies)

Technical Baseline

- Hardware/Software design/specification parameters

Management Baseline

- Teaming/major subcontractors/subcontract strategy
- Schedules & milestones
- Program management plans
- Make or buy decisions

Cost Estimating/Pricing Issues

- Competitive or Sole Source
 - Pricing Methodology
 - Competitive vs. Cost and Pricing Data
- Life Cycle Cost (LCC)

Risk

- Risk assessment and mitigation approach

Proposal Issues

- Proposal Team Resources (staffing availability, outside assistance)
- Proposal Schedule
- Proposal Budget/Cost
- **Proposal Plan of Action**