

## Government Bid/No-Bid Checklist

- This checklist helps businesses evaluate whether to pursue a government contracting opportunity. A "Yes" answer generally favors bidding, while a "No" suggests reconsidering.
- This checklist provides a framework for making informed bid/no-bid decisions. It's crucial to conduct thorough research and analysis before committing resources to a government proposal.
- This checklist was developed with assistance from Google's Gemini AI. While Gemini provided valuable insights and suggestions, the final content has been reviewed and edited by the Federal Contracting Center (FeCC).

### I. Opportunity Alignment & Strategic Fit:

- **Core Competencies:** Does the opportunity align with our core business competencies and expertise? (Yes/No)
- **Strategic Goals:** Does pursuing this contract support our overall business strategy and growth objectives? (Yes/No)
- **Market Analysis:** Have we analyzed the market and competition for this specific requirement? (Yes/No)
- **Resource Availability:** Do we have the necessary resources (personnel, equipment, financial) to perform the contract effectively? (Yes/No)
- **Past Performance:** Do we have relevant past performance that demonstrates our capability to perform this type of work? (Yes/No)
- **Long-Term Potential:** Does this opportunity offer potential for future business with the agency or other government entities? (Yes/No)

### II. Solicitation Review & Requirements Analysis:

- **Clear Understanding:** Do we fully understand the solicitation requirements, including specifications, scope of work, and deliverables? (Yes/No)
- **Realistic Requirements:** Are the requirements realistic and achievable within our capabilities and resources? (Yes/No)
- **Acceptable Terms & Conditions:** Are the contract terms and conditions (e.g., payment terms, liability clauses) acceptable to our business? (Yes/No)
- **Compliance Requirements:** Can we comply with all applicable regulations, including FAR, DFARS (if applicable), and agency-specific requirements? (Yes/No)

- **Solicitation Amendments:** Have we reviewed all solicitation amendments and incorporated them into our bid/no-bid decision? (Yes/No)

### III. Competitive Assessment & Win Probability:

- **Competitive Landscape:** Have we assessed the competitive landscape and identified potential competitors? (Yes/No)
- **Competitive Advantages:** Do we have any distinct competitive advantages (e.g., pricing, technology, experience) that would increase our chances of winning? (Yes/No)
- **Win Probability:** Based on our assessment, do we believe we have a reasonable chance of winning the contract? (Yes/No)
- **Incumbent Contractor:** Is there an incumbent contractor, and if so, what is their performance record and likely bidding strategy? (Yes/No)

### IV. Cost Analysis & Profitability:

- **Accurate Cost Estimation:** Can we accurately estimate the costs associated with performing the contract? (Yes/No)
- **Profitability Analysis:** Does the potential contract offer a reasonable profit margin after considering all costs and risks? (Yes/No)
- **Pricing Strategy:** Can we develop a competitive pricing strategy that maximizes our chances of winning while maintaining profitability? (Yes/No)
- **Funding Availability:** Is funding for the procurement secure and likely to be available throughout the contract period? (Yes/No)

### V. Risk Assessment:

- **Performance Risks:** Have we identified potential performance risks and developed mitigation strategies? (Yes/No)
- **Financial Risks:** Have we assessed potential financial risks, such as cost overruns or payment delays? (Yes/No)
- **Contractual Risks:** Have we identified any potentially unfavorable contractual terms and conditions? (Yes/No)
- **Reputational Risks:** Could pursuing this contract pose any risks to our company's reputation? (Yes/No)

### VI. Bid Preparation & Submission:

- **Adequate Time:** Do we have sufficient time and resources to prepare a high-quality, compliant proposal? (Yes/No)
- **Proposal Resources:** Do we have the necessary personnel and tools to develop a compelling and persuasive proposal? (Yes/No)
- **Management Approval:** Has our management team reviewed and approved the decision to bid? (Yes/No)

#### **Decision Matrix:**

- **Mostly "Yes" answers:** Strongly consider bidding.
- **Mixed "Yes" and "No" answers:** Carefully weigh the pros and cons and address any significant concerns before deciding.
- **Mostly "No" answers:** Likely a "no-bid" situation. Focus on other opportunities that better align with your business.

#### **Final Considerations:**

- Even with a mostly "Yes" outcome, consider the opportunity cost of dedicating resources to this bid versus other potential business opportunities.
- Regularly review and update this checklist based on changes in your business, the market, and government procurement trends.

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