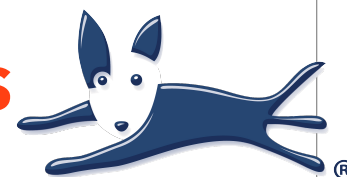


SYSTEMATIC ANALYSIS OF OPPORTUNITIES—VITAL TO THE P-WIN FOR HIGHER LONG-TERM PROPOSAL WIN RATIOS



Abstract

BlueDog Inc, a leading provider of government marketing services, addresses the unique challenges faced by small contractors in the federal market. This white paper delves into the strategic significance of the pre-bid decision gap analysis for small businesses engaged in government contracting.

Recognizing that not every identified Request for Proposal (RFP) is the right opportunity, the paper advocates for a systematic evaluation before committing valuable resources. The pre-bid-decision gap analysis, coupled with a Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis, emerges as a potent hybrid approach. This method empowers businesses to assess internal and external factors influencing their ability to secure government contracts, fostering realistic expectations and strategic planning.

We outline the crucial role of the gap analysis in the broader opportunity assessment process, emphasizing its integration into the RFP response cycle. By identifying gaps early on, businesses can enhance efficiency, optimize resource allocation, and minimize unnecessary work or rework. Ultimately, the pre-bid decision gap analysis emerges as a key driver of success, enabling businesses to navigate the complexities of government contracting with foresight and strategic acumen.

In the dynamic landscape of government contracting, we may be overwhelmed with potential opportunities — this can lead small businesses to rush into the Request for Proposal (RFP) response process without careful consideration. However, just identifying an RFP that appears relevant does not necessarily mean it's the right opportunity, or even the best use of resources. BlueDog has explored the strategic importance of the pre-bid decision gap analysis in the government marketing process, emphasizing the need for a systematic approach to assess opportunities and optimize the proposal response process. We have developed an automated process for supporting this key decision point in the government marketing cycle.

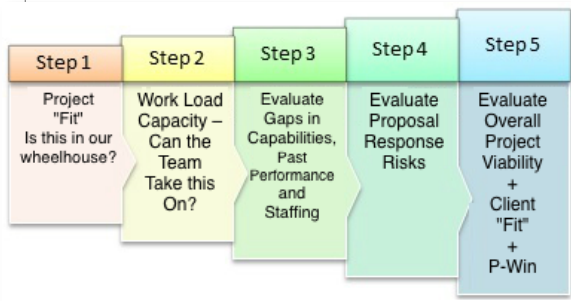
Determining the Right Fit — Before diving into the extensive and resource-intensive process of responding to an RFP, businesses must critically evaluate whether the opportunity aligns with their capabilities, goals, and overall business strategy. This initial step is crucial for avoiding wasted time, resources, and energy on pursuits that may not be the best fit for the organization at a given time. The goal is to determine whether pursuing the opportunity is a strategic move that enhances the business's overall objectives.



Pre-Bid-Decision Support — To ensure that only the most viable RFPs are pursued, a recommended approach is the pre-bid-decision gap analysis. This systematic method involves evaluating an opportunity against various criteria, providing a comprehensive view of how well it aligns with the strengths and weaknesses of the organization. BlueDog suggests using this approach to calculate the probability of success, often referred to as "P-Win." This analysis helps organizations make informed decisions and prevents teams from investing in numerous proposal efforts that may not yield success.

Hybrid Approach: SWOT + Gap Analysis, Systematically Performed

Government contracts often involve complex and lengthy RFPs, making it challenging for businesses to stay efficient and avoid burnout. A hybrid approach, combining the Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis with the pre-bid-decision gap



analysis, proves beneficial. This method enables businesses to identify both internal and external factors affecting their ability to secure government contracts, allowing for realistic expectations and strategic planning.

Setting Realistic Expectations — Conducting gap analyses during the bid/no-bid decision cycle empowers in-house experts to develop a deeper understanding of target contracts and essential proposal response needs. This, in turn, enhances win ratios and lowers the overall cost of marketing. Organizations can pinpoint costs for proposal response essentials, address identified gaps effectively, and explore the benefits and costs of teaming to strengthen their competitive position.

The Role of a Hybrid Analysis in Opportunity Assessment
The gap analysis is a pivotal component of the overall opportunity assessment process. By identifying gaps and potential solutions early in the decision-making cycle, businesses can increase efficiency, optimize project resources, and minimize unnecessary work or rework. This proactive approach not only streamlines the proposal response process but also

contributes to significant savings in expenses and overall marketing budget.

Integration into the RFP Response Process — The gap analysis seamlessly fits into the broader RFP response process by aiding in the evaluation of the agency's Bidding Criteria and the Opportunity itself. In conjunction with thorough research into the RFP for key insights and an understanding of the customer agency, the gap analysis informs the proposal management process. High P-Win opportunities are identified, and key stakeholders can assemble to define project scope, budget, and goals. This sets the stage for strategic planning, compelling proposal drafting, and the submission of a winning bid.

Efficiency, Resource Optimization, and Cost Control — Nailing down gaps and their preferred solutions on the front end significantly increases efficiency. It ensures the best use of project resources, minimizes unnecessary work, and reduces the risk of rework. Moreover, this proactive approach can result in cost savings during the later stages of the proposal response process, contributing to a more competitive cost model and a better-managed overall marketing budget.

The pre-bid decision gap analysis plays a pivotal role in the success of small businesses engaged in government contracting. By adopting a systematic and strategic approach, businesses can make informed decisions, enhance their competitiveness, and optimize resources throughout the proposal response process. This proactive methodology not only increases the probability of success but also positions businesses for long-term growth and sustainability in the challenging government contracting landscape.

| Requirement | GAP? | Risk Rating | Action Items |
|----------------|------------|-------------|-----------------------------------|
| Media campaign | Medium (3) | High (6) | Track release of the requirement. |

Learn More

For information on our [GAP ANALYSIS TOOL](#), contact us. We are happy to explain how Bluedog's consulting services can help you navigate the complexities of federal government marketing, with a strategy to drive success — visit www.Bluedog.net