

# Consulting Market Research Summary

Market Research identifies where your business fits within government contracting and where real demand exists across federal and SLED markets. It provides visibility into which agencies are actively buying, how contracts are awarded, and which opportunities align with your capabilities. This allows you to move forward with a strategy instead of pursuing opportunities directionless.

## What This Solves

- Lack of clarity on which agencies and markets to pursue
- Time and resources spent chasing low-probability opportunities
- Limited visibility into competitor positioning and contract activity
- Uncertainty around how to align your business with government demand

## What You Receive

- A defined target market across federal and SLED agencies
- Visibility into agency buying patterns, contract vehicles, and active demand
- Competitive insights showing who is winning work and why
- A curated pipeline of opportunities with direction on where to focus
- Clear guidance on positioning, certifications, and next steps

## Is Market Research Right for You?

→ You're registered but not seeing consistent results.

Access to opportunities alone doesn't guarantee outcomes. Market research helps define where to focus so effort leads to results.

→ You're unsure which agencies or markets to target.

Federal and SLED markets vary by buying patterns, contract types, and requirements. Identifying where demand matches your capabilities is key.

→ You want to pursue contracts with a clear strategy.

A defined approach reduces wasted effort and improves how you position your business before opportunities are released.

→ You're preparing to enter or expand in government contracting.

Understanding the market before pursuing contracts helps avoid misalignment and supports more consistent growth.