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## GOVERNMENT BUSINESS DEVELOPMENT

The 2016 Louisiana floods had a severe impact on small and medium size businesses. As affected businesses look ahead they may want to explore becoming a government vendor. The government spends billions of dollars each year on goods and services from local vendors.

However, selling to the federal, state and local government demands a completely different go-to-market approach than does the commercial sector. And because a certain amount of the government budget is specifically set aside for small and medium size businesses, you'll also need to meet a few regulatory formalities to make sure you're qualified and registered to sell to the government.

Sounds like a time-consuming and daunting process? Well, yes it can be, particularly for resource-constrained small or medium size businesses. However, done right and with plenty of pre-planning and research, business owners can successfully land their share of government business.

There is help! The Procurement Technical Assistance Center was established to generate employment and improve the general economy by assisting business firms in obtaining and performing under the U.S. Department of Defense, other federal agencies, state and local government contracts.

## LOUISIANA PROCUREMENT TECHNICAL ASSISTANCE CENTER (LA PTAC)

The LA PTAC was established in 1989. By increasing the government contracting awards to companies located in the state, LA PTAC strengthens the competitive position of Louisiana businesses and industries.

LA PTAC is recognized as one of the outstanding procurement technical assistance centers out of 86 programs across the country while both the program manager and staff have received special commendations from the Department of Veteran Affairs for Champions of Veterans Enterprise.

LA PTAC receives funding from the University of Louisiana at Lafayette and the U.S. Department of Defense. The state administrative office is located on the UL Lafayette campus and oversees four sub-recipient centers located strategically throughout the state of Louisiana. These sub-recipient centers provide marketing and procurement assistance, outreach, and training to Louisiana-based companies and individuals located in their respective service areas. Procurement specialists determine if businesses can compete in the government marketplace, guide companies through the marketing and bidding process, and assist with post-award and contract management.

Since 1989, LA PTAC has helped Louisiana businesses located in 54 parishes to secure more than \$4.5 billion in government contracts.

## PTAC SERVICES

Procurement Technical assistance includes, but is not limited to:

Acquisition Forecasting	Research and Contracting Issues
Solicitation Review	Marketing
Bid and Proposal Assistance	Packaging, Marking, and Transportation
Bid Matching	Pre- and Post-Award Surveys
Negotiation Support	Pricing Principles
Contract Administration & Management	Quality Assurance
Cost Accounting	Small Business Programs (Small Business, Woman-Owned, Small Disadvantaged, Veteran-Owned, Service Disabled Veteran-Owned, HUBZone)
E-Procurement	Subcontracting
Federal Acquisition Regulations	Supplier Certification
GSA Federal Supply Schedules	Web Site Navigation
Government Codes and Requirements	
Registration in Government Databases	

## LA PTAC:

- *Provides specialized and professional assistance to individuals and businesses wanting to learn about, actively seeking or currently performing under contracts and subcontracts with the U.S. Department of Defense and other federal agencies, state, and local governments.*
- *Stimulates the economy and increases competitiveness and profitability of Louisiana businesses by assisting them in market diversification with an emphasis on federal, state, and local markets.*
- *Assists the U.S. Department of Defense, other federal agencies, the State of Louisiana and local agencies with identification of vendors.*
- *Helps increase the business base for the U.S. Department of Defense, federal, state, and local contracts with emphasis on identifying and documenting the capabilities of small businesses.*
- *Educates the business community on technical assistance available from LA PTAC.*
- *Supports clients in DoD and federal agency Electronic Commerce programs.*
- *Provides one-on-one counseling for identifying contracting opportunities, reviewing bidding opportunities, preparing proposals, contract implementation and administration.*

Contact LA PTAC at 800-206-3545 or find them on the web at: <http://www.la-ptac.org/>

## OTHER STATE BUSINESS RESOURCES:

### Grow a Business

Facilitates growing a business in Louisiana. Includes information regarding incentives, tax credits and rebates, infrastructure assistance, and workforce training. Offers links to the Department of Economic Development, Workforce Commission, and other economic development organizations.

[http://louisiana.gov/Business/Grow\\_a\\_Business/](http://louisiana.gov/Business/Grow_a_Business/)

### Do Business with the State of Louisiana

These resources facilitate standardizing, procuring, or supervising the procurement of all goods, services, and major repairs required by state agencies. The Vendor Center simplifies the procurement process for agencies and vendors. Includes: Bidder's List, Vendor Registration, Commodity Catalog, Technology Contracts and Guidelines, and online forms.

[http://louisiana.gov/Business/Do\\_Business\\_With\\_the\\_State/](http://louisiana.gov/Business/Do_Business_With_the_State/)

### Louisiana Vendor Guide

<http://www.doa.la.gov/osp/Vendorcenter/VendorGuide.pdf>

### Employment

Looking for work in Louisiana? These resources provide information about State and Civil Service jobs and job databanks available. The Louisiana Workforce Commission provides access to employment opportunities throughout the State as well as labor market facts and resources.

<http://louisiana.gov/Business/Employment/>

### Licenses

Provides links to business licenses, permits, and a search for licensing agencies throughout the state.

<http://louisiana.gov/Services/Licenses/>

### GeauxBiz

GeauxBiz, a service of the Louisiana Secretary of State, is a "licensing information center" for prospective small business owners; it provides current and potential business owners a single place to go for all the necessary information to operate within the state. Approval for all licenses and permits still comes from the individual agencies, but GeauxBiz is a clearinghouse for regulatory information.

<https://geauxbiz.sos.la.gov/>

### Business Incentives

Locate and apply for Enterprise Zone, Louisiana FastStart, Quality Jobs, Motion Picture Industry Development Tax Credit, and other business incentives and opportunities

<https://www.opportunitylouisiana.com/incentives/>

### Small Business / Community Assistance Program (SB/CAP)

<http://www.deq.louisiana.gov/portal/tabid/85/Default.aspx>

### Louisiana Workforce Commission - Businesses

<http://www.laworks.net/Businesses.asp>