

## 12.202 Market research and description of agency need.

(a) *Market research* (see [10.001](#)) is an essential element of building an effective strategy for the *acquisition of commercial products and commercial services* and establishes the foundation for the agency description of need (see [part 11](#)), the *solicitation*, and resulting contract.

(b) The description of agency need *must* contain sufficient detail for potential *offerors* of *commercial products* or *commercial services* to know which *commercial products* or *commercial services* may be suitable. Generally, for *acquisitions* in excess of the *simplified acquisition threshold*, an agency's statement of need for a *commercial product* or *commercial service* will describe the type of *commercial product* or *commercial service* to be acquired and explain how the agency intends to use the product or service in terms of function to be performed, performance requirement or essential physical characteristics. Describing the agency's needs in these terms allows *offerors* to propose methods that will best meet the needs of the Government.

(c) Follow the procedures in [subpart 11.2](#) regarding the identification and availability of specifications, standards and commercial item descriptions.

(d) Requirements documents *shall* identify the applicable *information and communication technology* accessibility standards at 36 CFR 1194.1 (see [11.002\(f\)](#) and [subpart 39.2](#)).

(e) When acquiring *information technology* using Internet Protocol, agencies *must* include the appropriate Internet Protocol compliance requirements in accordance with [11.002\(g\)](#).

**Parent topic:** [Subpart 12.2 - Special Requirements for the Acquisition of Commercial Products and Commercial Services](#)