



GSA's Market Research as a Service (M-RAS) is Just a Click Away



Market Research as a Service (M-RAS) utilizes the latest research techniques to collect requirement based data to help customers understand where their need fits within the GSA government-wide marketplaces. M-RAS involves obtaining information specific to the product or service being acquired to satisfy your agency requirement.

GSA offers this value-added service at no cost to your agency. The service is free, brought directly to you, and offers a market research report to help fulfill your requirements. Your Customer Service Director (CSD) can guide you through this innovative research process.

Who can use this FREE service?

Any agency seeking market research for a GSA potential solution can use this service, which includes: Program Office, Contracting Officer, and Contracting Specialist, etc.

M-RAS Benefits include:

- Market Research which is already FAR Part 10 Compliant
- Better alignment of GSA contracts with customer needs
- Streamlined RFI process
- Business Size which is appropriate for the requirement
- PALT/Reduction of Procurement Lead Time



M-RAS Request for Information (RFI) Experience

After determining if GSA offers a solution, GSA can issue a Request for Information (RFI) that includes the PWS/SOW on behalf of the Agency Contracting Officer and the Agency Contracting Officer will receive an RFI report with results. This RFI experience consists of:

Discovery—A Scope Review from our category management team and consultations with your GSA Customer Service Director (gsa.gov/csd)

Development—A draft request for information and feedback on what might be relevant to your requirement.

Execution—A final request for information issued and managed on your behalf.

Service—A full market report based on real market data. Additionally, continued support from your CSD, including continuous learning related to GSA contracts, sample solicitation & contract documents, historical pricing information, access to GSA category experts, and much more.



Step 1 Organize Your Data

We help you organize your content and pick the most relevant points to research. We provide you sample Requests for Information (RFI) and Questions to help you develop technical questions.

Step 2 Your need

We learn about your need and consult with you to help you choose the best available contract that may meet your goals.

Step 3 Designing/Issuing Your RFI

We take your questions and design/create an interactive RFI that we know will increase industry feedback and help you visualize your requirement within specific GSA contracts. Once you approve we engage industry for you by issuing the RFI to one or more of our contracts.

Step 4 Visualizing the Market

We engage industry over a 3 to 4 weeks period for you; we collect data, and begin to visualize the market results you can expect for your requirement.

Step 5 Delivering Results

We Deliver a research report based upon the data collected to provide you a greater understanding of the results you can expect under the contract(s) researched. This report consists of socio-economic dynamics, technical capabilities, and overall business information.

Step 6 Present Data & Support

Our Customer Service Director will meet with your team to present the research findings, answer questions, and discuss how we can help you moving forward.

Step 7 Making Your Purchase

The goal of GSA Market Research is to provide the market data you need to establish your acquisition strategy, plans, solicitations, and ultimately buy what you need to meet your mission.

Contact your local CSD rep for more information at:
gsa.gov/csd