

Bid/No Bid Decision Matrix

Generic Rank	Bid Consideration	Rating Criteria											Consideration	Consideration Weight ⁽¹⁾	Net Score ⁽²⁾
		Positive				Neutral				Negative			Rating		
		10	9	8	7	6	5	4	3	2	1	0	10-0		
1	Your ability to respond	Can meet/exceed every requirement				Understand the problem and can respond				Don't know or don't have a better idea				0.1	
2	Background experience and overall technical capability	Strong in-house experience and/or technically superior				Average experience inhouse or can be imported and/or technically capable				Weak experience or new area and/or not technically qualified				0.1	
3	Proposed team and personnel (subs are an option)	Best and available (could be sub-enhanced)				Best available (no impact)				Second, strong subs, diluting				0.1	
4	Price strategy	Honest, credible, and within known limits				Reasonable and competitive				Must cut corners, cost share, etc.				0.1	
5	Customer rapport	Good working relationships				Known but not cultivated				Unknown to customer				0.1	
6	Competition	Sole source or customer knows and prefers you				Open/neutral customer and you know how to beat				Unknown competition or procurement				0.1	
7	Market intelligence	Inside track, good workup				Generally up-to-date on market developments				Surprised by RFP				0.1	
8	Company's resources available for proposal and for contract execution	Not needed				Available				Not Available				0.1	
9	Facilities	Available, favorably located or no facility required				No impact				Facility is necessary but is not yet				0.1	
10	Program's potential strategic advantage(s)	High				Average				Low				0.1	
Totals													1.00		

(1) Each bid consideration should be weighted according to evaluation emphasis/priority/scoring percentage. If unknown, consider each with equal weight. Total weight must equal 1

(2) Net Score = Rating x Weight.

(3) If wired, the only reason to offer a bid is competition advocacy and continued relationship with the customer (usually important in government proposals)

Comments: The total weight is X.X out of 10.

Program name: _____

Date prepared: _____

Prepared by: _____

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