

DFARS Procedures, Guidance, and Information

PGI 210—Market Research

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PGI 210.002 Procedures.

PGI 210.070 Market research report guide for improving the tradecraft in services acquisition.

The “Market Research Report Guide for Improving the Tradecraft in Services Acquisition” is designed to effect the collection and sharing of standardized market research information across the Department. The guide is available for download at http://www.acq.osd.mil/dpap/cpic/cp/market_research.html.