### Basic Marketing Research

- How is the Company Structured?
- What are the Principal Products?
- Does This Company Buy What I Sell?
- How Does the Purchasing Process Work?
- Could my company's capabilities fit a special niche within this company?
- What DFARS clauses (i.e. Counterfeit) are beyond this company's capabilities?

### Logistics / Timing

- Proximity of Supplier to Company?
- Who is My Competition?
- Has the Company Received New Business Contracts?
- When Will Materials / Services be Needed?
Developing the Prime/Subcontractor Relationship

What Works

• Credibility
• Quality Products / On-time Delivery / Cost Affordability
• Proven Performance
• Conferences / Trade Fairs
• Perseverance
• Knowing the System

What Doesn’t

• Contacting High Level Execs
• Demanding Business
• Being Unprepared
• Not Doing Your Homework

Building a Positive Relationship with Potential Customers is Key to a Successful Outcome
Tips For Success

✓ Team with other small businesses in order to offer expanded capabilities

✓ Provide added value by offering additional complementary products and services

✓ Develop / nurture customer relationships
  ✓ Allows the supplier to better understand its customer requirements

✓ Develop strategic alliances
  ✓ Join industry organizations in order to stay current on new technology and trends

✓ Position Yourself in your target industry
  ✓ Understand the Marketplace
  ✓ Create your Niche - Identify what makes you unique in the Marketplace
  ✓ Maintain acceptable counterfeit electronic part detection and avoidance systems

✓ Maintain a strong financial history
  ✓ Length of time in business
  ✓ Strong financial statements
  ✓ Maintain funding resources
    ✓ Financial resources to sustain the company during aggressive growth as well as a market downturn
Where to Get Help

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<thead>
<tr>
<th>Resource</th>
<th>Website</th>
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<tbody>
<tr>
<td>Global Supplier Diversity Programs Offices - Can Provide Information</td>
<td><a href="http://www.northropgrumman.com/suppliers">http://www.northropgrumman.com/suppliers</a></td>
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<td>and Materials to Potential Suppliers</td>
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<tr>
<td>Small Business Administration (SBA)’s Counterfeit Parts Training</td>
<td><a href="http://www.sba.gov/gcclassroom">http://www.sba.gov/gcclassroom</a></td>
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<td>Module</td>
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<td>Procurement Technical Assistance Centers (PTACs)</td>
<td><a href="http://www.aptac-us.org">www.aptac-us.org</a></td>
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<tr>
<td>Small Business Development Centers (SBDCs)</td>
<td><a href="https://www.sba.gov/tools/local-assistance/sbdc">https://www.sba.gov/tools/local-assistance/sbdc</a></td>
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<td>Minority Business Development Agency (MBDA)</td>
<td><a href="http://www.mbdagov">www.mbdagov</a></td>
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<td>National Contract Management Association</td>
<td><a href="http://www.ncmahq.org">www.ncmahq.org</a></td>
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<tr>
<td>Industry Associations i.e., Aerospace Industries Association (AIA)</td>
<td><a href="http://www.aia-aerospace.org">www.aia-aerospace.org</a></td>
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<tr>
<td>Business Associations i.e., Women’s Business Enterprise National</td>
<td><a href="http://www.wbenc.org">www.wbenc.org</a></td>
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<td>Council (WBENC)</td>
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Contact Information

• For Background Information About Northrop Grumman Corporation:
  www.northropgrumman.com

• Follow us on:

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• Small Business Program Contacts
  http://www.northropgrumman.com/suppliers
THE VALUE OF PERFORMANCE.

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