



Guidance on market analysis to assist SMEs in Public Procurement - Ireland



Public Procurement Principle: **Access, Capacity, Balance**



Procurement Stage: **Pre-tendering, Tendering**



Audience: **Policy maker, Procuring entity**

Description

The Circular 10/14, applied to all public sector departments and offices, includes guidance for buyers to further enable SMEs to compete for public contracts. The guidance, which sets out positive measures that buyers should take to promote SME involvement in public sector procurement, includes the following on market analysis.

“Buyers should undertake market analysis prior to tendering in order to better understand the range of goods and services on offer, market developments and innovation, what commercial models are available, the competitive landscape, and the specific capabilities of SMEs etc. Initial consultation with the market should not have the effect of precluding or distorting competition. To ensure transparency, any information provided by the buyer during this process should be circulated to any potential tenderer. The Office of Government Procurement has established Category Councils for 16 categories of goods and services bought by the Public Service. The role of each Category Council is to develop commercial strategies for sourcing goods and services in their category in line with the needs of customer organisations and in the context of obtaining best value for money. Each council is made up of members who are nominated by the departments and agencies that are the main users of the category. This initiative strengthens the professional approach that Government is now attaching to public procurement. Buyers can contact the Category Council lead to understand how their needs align to the Category Council strategy or may be met by an existing framework or contract.”

Source: OECD (2018), SMEs in Public Procurement: Practices and Strategies for Shared Benefits, OECD Public <https://doi.org/10.1787/9789264307476-en>

