

**Southern California Aerospace**  
**COUNCIL MEETING**

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# **Aerospace/Space Marketing Strategies**

*A Resource for Aerospace/Space and Defense Companies*

2021

## **A. INTRODUCTION**

Your strategy to pursue new or additional business within the commercial and defense aerospace/space industry should prove to be profitable; however, it will take time, patience, and skill to navigate and sell your product or service. Here are some resources, links, and guidance to navigate the process:

## **B. DEVELOP A MARKETING APPROACH**

First, research prime contractors' websites and DoD procurement platforms that each prime serves. Identify all primes and DoD offices that you are capable to work with and register as a supplier on their websites (see list at the end of this booklet).

Most primes and DoD procurement offices are looking for certain types of small businesses to fulfill their small business mandates and they will want to know what type of small business your company is or is not. Therefore, research and identify the type of small business that your business falls under, if any. Check to see if there are business, local, county, state, and SBA certifications to obtain. Various small business categories are as follows:

- Small Business (SB)
- Small Business (HUBZone SB)
- Minority-Owned Business (MOB)
- Small Disadvantaged Business (SDB)
- SBA Women-Owned Small Business (WOB)
- Veteran-Owned Small Business (VOSB)
- Service-Disabled Veteran-Owned Small Business (SDVOSB)

Prime contractors look at past year's revenues as well as current and projected sales. List the North American Industry Classification System (NAICS) code for your business and FSC codes for your product or service. Keep in mind that prime contractors will determine your contract eligibility and search through potential supplier listings based on these codes.

After completing on-line supplier registration and sending your marketing brochure to targeted prime contractors you should follow-up with the prime's Small Business Liaison Office (SBLO) and request a meeting. Confirm the meeting by email including your company's website. The meeting should include a short presentation with a clear overview of the best value your product or service can provide to the prime contractor. Have your research done and bring to the meeting a strong knowledge of the prime contractor's business, differentiating yourself from your competitors. Leave your marketing pieces with the buyers.

Additionally, keep your registration and communication updated and consistent throughout the process of working with the prime contractors. Always check on performance ratings and prime contractor satisfaction. Stay in contact and keep track of performance.

Finally, you may also benefit by visiting the website for the US Small Business Administration: <https://www.sba.gov/>. SBA offices are located countrywide, and each office maintains connections with local industry specialists to counsel, mentor, or train small businesses. SBA also partners with lenders, community development organizations, and micro-lending institutions to provide guaranteed loans to small businesses, with rates and fees similar to non-guaranteed loans through their Lendermatch system.

### **C. BECOME AN ACTIVE ATTENDEE/ MEMBER**

SoCal Aerospace Council, meets quarterly – sign up with [Judy.kruger@laedc.org](mailto:Judy.kruger@laedc.org)

AUSA or AUSA Greater Los Angeles Chapter at <http://ausaqlac.info/>

NDIA and NDIA Greater Los Angeles Chapter at <http://www.ndia-lachapter.org/>

Space Ventures Coalition at [Home - Space Ventures Coalition \(alliancesocal.org\)](http://alliancesocal.org)

South Bay Aerospace Alliance, meets monthly – sign up with [lassertom@aol.com](mailto:lassertom@aol.com)

Aerospace Defense Forum at [Aerospace Defense Forum](#)

USC's AMP SoCAL at [Advanced Manufacturing Partnership for Southern California \(AMP SoCal\) | USC](#)

Women in Defense at <http://www.wid-mi.org/>

### **D. FUNDING FOR NEW TECHNOLOGY**

For those companies with a new technology and are looking for funding, see a full list of resources on the Space Ventures Coalition website found here: [Funding Opportunities - Space Ventures Coalition \(alliancesocal.org\)](#)

### **E. CHECK FORECASTS and RESEARCH THE DoD RESOURCES**

Understand the procurement arena by familiarizing yourself with the forecasts for your targeted federal agencies for your products. Each federal agency typically produces an Annual Procurement Forecast, as required by the Small Business Act, which is maintained by their Office of Small and Disadvantaged Business Utilization

(OSDBU) or equivalent. You may contact each agency OSDBU for specifics. Use this procurement forecast to determine good prospects with prime contractors. DOD contract forecasting is found at [Acquisition Forecasts \(defense.gov\)](#)

## **G. SELECT THE PRIME**

There are many paths to subcontracting opportunities in the commercial or the defense procurement marketplace, and SBA's SUB-Net is a valuable resource for obtaining information on such subcontracting opportunities. Prime contractors, government, commercial, and educational entities, may post solicitations or notices on that website. [https://eweb1.sba.gov/subnet/client/dsp\\_Landing.cfm](https://eweb1.sba.gov/subnet/client/dsp_Landing.cfm)

All major DoD prime contractors are listed by state with a point of contact (Small Business Liaison Officer) for each contractor working with the DoD under the Office of Small Business Programs (OSBP) website lists. Investigate potential opportunities with these primes. Many of these primes also have websites that may be useful. <https://business.defense.gov/Small-Business/DoD-Small-Business-Offices/>

## **H. PRIME CONTRACTORS SUPPLIER INFORMATION**

### **BOEING**

Military and commercial aircraft, satellites, and defense systems -- supplier registration: <http://www.boeingsuppliers.com/become.html>

### **L-3**

Communications intelligence systems, advanced electronics for space, aviation, marine and propulsion systems, and aircraft modernization -- supplier registration: <https://www.l3t.com/suppliers>

### **LOCKHEED MARTIN**

Aircraft, air traffic technology, energy and climate systems, missile defense, space and surveillances systems -- supplier registration: <https://www.lockheedmartin.com/en-us/suppliers/information.html>

### **RAYTHEON**

Space and airborne systems, intelligence and missile systems, and defense systems -- supplier registration: [https://www.raytheon.com/suppliers/supplier\\_resources](https://www.raytheon.com/suppliers/supplier_resources)

### **NORTHROP GRUMMAN**

Aerospace, space, shipbuilding, and technical services – supplier registration: <http://www.northropgrumman.com/suppliers/Pages/default.aspx>

## List of Top 50 Federal Contractors in 2020

<b>PRIME CONTRACTOR</b>	<b>\$ millions</b>	<b>% of total</b>
Lockheed Martin Corp	\$74,913	17.77%
Raytheon Technologies Corp	\$26,489	6.28%
General Dynamics Corp	\$21,880	5.19%
The Boeing Company	\$21,708	5.15%
Northrop Grumman Corp	\$12,068	2.86%
Huntington Ingalls Industries Inc	\$7,710	1.83%
Humana Inc	\$6,922	1.64%
BAE Systems plc	\$6,499	1.54%
L3Harris Technologies Inc	\$6,272	1.49%
General Electric Company	\$4,378	1.04%
Health Net Federal Services LLC	\$3,109	0.74%
Atlantic Diving Supply Inc	\$3,091	0.73%
Leidos Holdings Inc	\$3,043	0.72%
McKesson Corp	\$2,848	0.68%
Oshkosh Corp	\$2,498	0.59%
Science Applications International Corp	\$2,383	0.57%
Booz Allen Hamilton Holding Corp	\$2,287	0.54%
Fisher Sand & Gravel Company	\$2,257	0.54%

Amerisourcebergen Corp	\$2,143	0.51%
Bell-Boeing Joint Project Office	\$1,944	0.46%
Leonardo SpA	\$1,707	0.41%
Bechtel Group Inc	\$1,691	0.40%
Textron Inc	\$1,690	0.40%
AECOM	\$1,685	0.40%
Fluor Marine Propulsion LLC	\$1,674	0.40%
General Atomic Technologies Corp	\$1,532	0.36%
Sierra Nevada Corp	\$1,451	0.34%
KBR Inc	\$1,356	0.32%
Federal Resources Supply Company	\$1,339	0.32%
Vectrus Systems Corp	\$1,316	0.31%
Perspecta Inc	\$1,284	0.30%
BFBC LLC	\$1,253	0.30%
Modernatx Inc	\$1,225	0.29%
Johns Hopkins University	\$1,184	0.28%
CACI International Inc	\$1,169	0.28%
Rolls-Royce Corp	\$1,126	0.27%
Southwest Valley Constructors Co	\$1,112	0.26%
Massachusetts Institute of Technology	\$1,097	0.26%

Environmental Chemical Corp	\$1,096	0.26%
Jacobs Engineering Group Inc	\$1,054	0.25%
The Aerospace Corp	\$1,032	0.24%
United Launch Alliance LLC	\$1,019	0.24%
The Mitre Corp	\$984	0.23%
Honeywell International Inc	\$957	0.23%
M1 Support Services LP	\$944	0.22%
The Walsh Group Ltd	\$835	0.20%
Marinette Marine Corp	\$802	0.19%
Sullivan Land Services Ltd	\$801	0.19%
Patriot Team	\$726	0.17%
Government of Canada	\$697	0.17%

