



# Fletcher/CSI

Better Decisions Through Insightful Intelligence<sup>SM</sup>



## Bid Support Services for the Defense and Aerospace Business Sectors

Drastically reduced military spending and a decline in major system procurements will shape the future of the US defense industry. As a stated policy objective, the Department of Defense expects less spending to drive competition, leading to higher quality services and materials.

With fewer opportunities, defense companies are streamlining operations and cutting back staff. Bid decisions will take on new meaning. Fewer resources will be available to adequately qualify opportunities at a time when understanding the competitive landscape has never been more essential.

Fletcher/CSI provides bid support services specifically tailored to defense industry's changing needs. We provide three levels of service:

- **Initial Bid-No-Bid Quick Look Research:** Designed to provide an overview to determine if a project should be pursued and the competitive risk factors involved, quick look research is typically accomplished within a compressed timeframe and helps to best direct resources toward the most appropriate projects
- **Proposal Support Competitive Assessments:** Detailed research into the explicit plans of competitors for specific programs, identifies and evaluates strengths and weaknesses, teaming plans, and supply chain data, ensuring the client's proposal submission represents the overall best value to the buyer and end user
- **Trade Show and Conference Collection:** Critical to preparing bids for large projects, real-time interactions provide levels of detail and insight only possible by direct contact with competitor staff, this specialized service relies on a three stage research methodology, one highly effective in collecting and analyzing information in public forums

## Our Approach

Based on a foundation of industry expertise and functional business experience, our services utilize competitor and primary market intelligence collection, analysis, and reporting to provide critical insight and recommendations. Understanding your marketplace and your business challenges gives us an advantage in advising you on the strategic issues that impact your current and long term plans. Our insight and recommendations will help you make better decisions, build better strategies, and optimize your operational tactics to achieve your revenue goals and surpass the competition.

## Our Industries

Aerospace	Energy	Food & Consumer Products
Healthcare Technology	Industrial Machinery	Insurance & Financial Services
IT/Telco	Media & Entertainment	Medical Diagnostics, Device & Delivery
Pharma & BioTech	Venture Capital/Private Equity	