

Competitive Pricing Analysis

Competitive Pricing Analysis is a specialized service offering designed to help federal contractors effectively price winning bids. As the federal government continues its phase of extreme cost competitiveness, knowing how to bid within your market segment is becoming even more critical. Centurion’s pricing services will help you: identify the government’s available funding and should costs for specific pursuits, analyze current cost pools and bidding practices within specific target market areas, gather existing contract labor rates, and benchmark competitor rates (see table below for more details). Our experts, with over 35 years of pricing experience, will help you increase your win rate, make educated bid/no-bid decisions, and improve BD process efficiency. When every contract counts, pricing intelligence is indispensable. Let us help you win!

<i>Offering</i>	<i>Details</i>	<i>Benefits</i>
Available Funding Analysis	Research government and industry sources for data/metrics for the target pursuit and analyze award tendencies of the appropriate agency to determine likely available funding for the target pursuit.	Provides you with a ceiling price and confidence factor for the target pursuit and aids in bid/no-bid decision as well as bid strategy development.
Should Cost Analysis	Pursuit-specific analysis of what the government believes the program should cost based on past performance and future influencing factors.	Provides you with critical data points to make effective bid decisions and develop pricing strategies.
Price Competitiveness Analysis	Analysis of your cost pool structure, bidding practices related to these pools, and disclosure statement details in order to determine your competitiveness in a particular market.	If you are consistently losing on price, trying to move into another market segment, reorganizing, or transitioning from a small business to a large business, this analysis will help determine your overall competitiveness.
Financial Analysis for Awarded Contracts	Perform reverse engineering on contracts with available financial information to determine burdened labor rates, direct labor rates, average rate per hour and total contract value, as appropriate.	Provides data to assist in the determination whether to bid on a recompetete or similar contract and if so, what the competition, including the incumbent(s) might bid.
Competitive Wrap Rate Analysis	Research various rate schedules, labor categories, and burdened labor rates for specific service areas and target agencies; map labor categories to salary surveys; calculate the burden to each labor category; discard gamed rates; and average remaining rates into competitive wrap rates.	Provides you with insight into the wrap rates and bidding strategies (gaming and discounts) of competitors.