
Marketing To The Defense Logistics Agency

Introduction

DLA does **not** buy all items for the Department of Defense; therefore, you first need to identify which DoD organization buys your product or service.

DLA does **not** review or evaluate new items for possible use by the Military Services.

The products DLA buys **are** demand driven and must fit a need as determined by our customers.

What DLA Buys

Products bought by DLA's Defense Supply Centers can be found on the World Wide Web at <http://www.supply.dla.mil/itemsear.asp>. You can search for items by Item Name or National Stock Number (NSN). It will identify which Supply Center purchases each item.

Products and services bought by the Department of Army Major Purchasing Offices can be found on the World Wide Web at <http://acquisition.army.mil/default.htm>. This is the Army Single Face to Industry (ASFI) Acquisition Business Web Site.

Products and Services Bought by the Department of Navy Major Purchasing Offices can be found on the World Wide Web at <http://www.hq.navy.mil/sadbu/Marketinfo.htm>

Products and services bought by the Department of Air Force Major Purchasing Offices can also be found on the World Wide Web at <http://selltoairforce.org/sell2airforce/toc.htm>

Marketing within DoD for smaller dollar value requirements, products that may be used by any command, can be done on a local basis. Identify your market geographically and then contact each of the small business specialists at the individual DoD activities within your region.

You can identify the small business specialist at each activity by accessing the DoD listing at <http://www.acq.osd.mil/sadbu/publications/sbs/sbs.html>. For your assistance, this publication is sorted by state. It lists the small business specialist at each DoD buying activity. You may call these individuals and request information or arrange for an appointment. They can provide helpful information on how to market your product/service within their activity.