

DLA CONTRACTING BLUEPRINT™

Your Strategic Roadmap to Winning Federal Contracts with the Defense Logistics Agency

Aligned with DLA Strategic Plan 2025–2030 | People · Precision · Posture · Partnerships

Prepared by

Bobby N. Butler

Founder | Eejuhs Logistics & myContract Scout

www.mycontractscout.com

“The more you invest in building your contracting foundation, the bigger your federal business future automatically becomes.”

What's Inside This Blueprint

01	Introduction: The Logic of Federal Self-Investment	3
02	How DLA's 2025–2030 Strategy Opens Doors for Small Business	4
03	Business Registration Profile (Your Federal Info Vault)	5
04	Phase 1 — Business Setup Checklist	6
05	Phase 2 — SAM.gov Registration Checklist	7
06	Phase 3 — DLA DIBBS Setup Checklist	8
07	Your 1-Year Contracting Goal Tracker	9
08	Quarterly Milestone Tracker (Q1–Q4)	10
09	Tips for Small Business Success	12
10	Next Steps & Free Readiness Report	13

When it comes to your future, the most powerful vision always wins. Make sure that vision is yours — and that it is backed by a winning federal strategy.

Section 01 | Introduction

The Logic of Federal Self-Investment

Every year, the Defense Logistics Agency awards over \$18 billion to small businesses. Yet most small business owners never tap into this extraordinary opportunity — not because they lack the products or capability, but because they lack a clear roadmap.

Think about the greatest athletes and entrepreneurs you admire. Their success was not accidental — it came from disciplined investment in their craft, from setting clear goals, tracking their progress, and surrounding themselves with the right systems and coaches. Federal contracting works the same way.

The small businesses that consistently win DLA government contracts are not the largest or most experienced — they are the most prepared, most organized, and most strategic. They understand the system, they know their codes, they maintain their registrations, and they bid on DIBBS consistently.

The Principle of Federal Compound Interest

Each government contract you win builds credibility. Each fulfillment sharpens your capability. Each relationship with a DLA contracting officer multiplies your future opportunities. This is the principle of federal compound interest — and it rewards those who invest in the process early and consistently.

Visualize · Track · Report

VISUALIZE — Set clear, specific contracting targets. Write them down. Your brain takes seriously what you commit to paper.

TRACK — Monitor your registrations, bids, and awards every quarter. What gets tracked gets improved.

REPORT — Surround yourself with mentors and an accountability community who keep you moving forward.

This Blueprint is your personal system. Use it to visualize, record, track, and achieve your federal contracting goals — one phase, one quarter, one award at a time.

Section 02 | Strategic Alignment

How DLA's 2025–2030 Plan Opens Doors for Small Business

The DLA Strategic Plan 2025–2030 — “DLA Transforms: A Call to Action” — is not just an internal government document. It is a roadmap of opportunity for every small business supplier who understands how to read it. DLA's four transformation imperatives directly signal where they need partners like you.

Imperative 1 | People

DLA is building an agile, resilient workforce invested in mission. They need suppliers who are equally organized, responsive, and reliable.

Small Business Opportunity: Register your business properly, maintain active SAM.gov status, and position yourself as a professional, mission-aligned supplier from day one.

Imperative 2 | Precision

DLA is deploying AI-powered analytics and demand forecasting. They need suppliers who understand their products deeply and fulfill accurately.

Small Business Opportunity: Know your NAICS and FSC codes precisely. Price competitively using market research. Fulfill every order accurately and on time — this is how you build past performance.

Imperative 3 | Posture

DLA is strengthening global resilience and forward positioning. They need a broad, reliable supplier base that can surge when called upon.

Small Business Opportunity: Build relationships across multiple DLA supply chains. Maintain inventory awareness for your product categories. Be ready to scale when DLA needs you most.

Imperative 4 | Partnerships

DLA is aggressively expanding Industrial Base partnerships and seeking small businesses to strengthen supply chain depth and resiliency.

Small Business Opportunity: Engage DLA's small business office actively. Pursue subcontracting opportunities. Attend DLA industry days and procurement events to build relationships.

DLA awarded \$18B to small businesses in FY2023 and manages \$244B in active contracts across 8,600+ global suppliers. The question is not whether opportunity exists — the question is whether you are positioned to capture it.

Section 03 | Business Registration Profile

Your Federal Contracting Information Vault

Complete this section FIRST. Consistency across SAM.gov, DIBBS, PIEE, and VSM-Fiori is your #1 success factor. One mismatch can delay payment or disqualify a bid. Use this as your master reference document.

Business Identity

Legal Business Name (exactly as registered with your state)

Business Structure (LLC / Corp / Partnership / Sole Prop)

State of Incorporation

Date Business Established

Fiscal Year End (Month / Day)

Federal Identifiers

Employer Identification Number (EIN)

Unique Entity Identifier (UEI) — issued automatically in SAM.gov; this is the only federal entity identifier used today

CAGE Code (Commercial and Government Entity)

SAM.gov Registration Date

SAM.gov Expiration Date (renew annually!)

Registered Business Address (must match EIN & SAM.gov exactly)

Street Address

City / State / ZIP Code

Business Classification Codes

NAICS Code 1:

NAICS Code 2:

NAICS Code 3:

FSC Code 1:

FSC Code 2:

FSC Code 3:

FSC Code 4:

FSC Code 5:

Small Business Certifications (8(a) / WOSB / HUBZone / SDVOSB)

Section 04 | Phase 1 of 3

Business Setup Checklist

Your business foundation must be solid before entering the federal marketplace. A weak foundation means delayed payments, failed registrations, and missed opportunities. Complete every item below before moving to Phase 2.

Step 01 | Register Your Business

- ☐ Register with your state as an LLC, Corporation, or other legal entity
- ☐ Obtain your Employer Identification Number (EIN) from the IRS at irs.gov
- ☐ Open a dedicated business bank account (separate from personal accounts)
- ☐ Ensure your business name and address are IDENTICAL across all documents

Step 02 | Set Up Operations

- ☐ Set up accounting software (QuickBooks, Xero, In-House AI SaaS, or Wave recommended)
- ☐ Create a professional business email address (use Gmail as a backup)
- ☐ Obtain a dedicated business phone number or use cellphone
- ☐ Purchase a domain name and set up a basic business website using AI

Step 03 | Prepare Key Documents

- ☐ Write a Capabilities Statement (1– page — use AI to draft, then personalize)
- ☐ Identify at least 3 NAICS codes that reflect your products or services
- ☐ Create an Employment Agreement for yourself (\$1/year base + bonus structure)
- ☐ Obtain Business Owners Policy (BOP) Insurance — optional but recommended for SAM awards

Step 04 | Verify & Align All Documents

- ☐ Confirm business address matches EXACTLY across: EIN letter, state docs, and SAM.gov
- ☐ Store all credentials securely: EIN letter, articles of incorporation, bank info
- ☐ Review DLA small business programs at dla.mil/SmallBusiness

Section 05 | Phase 2 of 3

SAM.gov Registration Checklist

SAM.gov is your gateway to ALL federal contracting. Registration is mandatory, free, and must be kept active and accurate at all times. An expired or mismatched registration means zero bids, zero awards, and zero payments.

CRITICAL WARNING: Your business name, address, and EIN must match EXACTLY across ALL documents. Any mismatch can delay or permanently reject your SAM.gov registration. This is the #1 mistake new DLA vendors make.

Step 01 | Create Your SAM.gov Account

- ☐ Go to sam.gov and create a login.gov account
- ☐ Click “Get Started” and select “Register Your Entity”
- ☐ Enter your legal business name and address EXACTLY as they appear on your IRS and state documents
- ☐ Save your login credentials in a secure password manager immediately

Step 02 | Obtain Your Federal Identifiers

- ☐ Obtain your UEI (Unique Entity Identifier) — generated automatically during SAM.gov registration
- ☐ Apply for your CAGE Code (Commercial and Government Entity Code)
- ☐ Assign yourself as the Entity Administrator — protect these credentials carefully
- ☐ Link your business bank account for electronic payment and invoicing

Step 03 | Complete Your SAM.gov Profile

- ☐ Review and confirm all relevant NAICS codes in your SAM.gov profile
- ☐ Upload your Capabilities Statement (optional but strongly recommended)
- ☐ Research your CMMC (Cybersecurity Maturity Model Certification) needs — even if not yet required for your contracts, knowing where you stand ahead of time protects you if requirements expand to your NSNs later
- ☐ Set an annual calendar reminder — SAM.gov expires every 12 months
- ☐ Record your SAM.gov expiration date in Section 03 of this Blueprint

Quick Reference | SAM.gov Facts

Registration Cost: FREE — Never pay a third party to register on SAM.gov

Processing Time: 1–3 business days for UEI; CAGE Code may take 1–2 weeks

Annual Renewal: Required every 12 months — set calendar reminders now

Entity Administrator: Only one per entity — protect these credentials at all times

Section 06 | Phase 3 of 3

DLA DIBBS Setup Checklist

DIBBS (DLA Internet Bid Board System) is where you find and win DLA solicitations. Complete this phase **ONLY** after your SAM.gov registration is fully active and confirmed. DIBBS is your federal storefront — treat it like your most valuable business asset. **NOTE: If you are NOT a true manufacturer, select Dealer/Distributor when registering in DLA.** This will prevent DLA registration delays.

Step 01 | Registration & Verification

- ☐ Visit dibbs.bsm.dla.mil and click “Vendor Registration”
- ☐ Enter your CAGE Code to link your SAM.gov-registered business
- ☐ Wait to receive the yellow/orange verification postcard by mail (allow 1–2 weeks)
- ☐ Complete full DIBBS registration once postcard is received and verified
- ☐ Select 3–5 FSC (Federal Supply Class) Codes relevant to your products
- ☐ Save your DIBBS login credentials in your secure password manager

Step 02 | Invoicing & Shipping Systems

- ☐ Register for PIEE (Procurement Integrated Enterprise Environment) at piee.eb.mil to submit invoices
- ☐ Register for a AMPS group, then VSM-Fiori (Vendor Shipment Module) to generate required military shipping labels
- ☐ Identify approved suppliers and vendors for your product categories
- ☐ Order initial packing and shipping inventory to be ready to fulfill on award

Step 03 | Packaging & Labeling Compliance Standards

DLA has strict packaging and labeling requirements. Non-compliance leads to rejected shipments and contract termination. Review these standards before your first bid.

MIL-STD 129 — Military Marking for Shipment and Storage (all labeling requirements)

MIL-STD 2073 — Standard Practice for Military Packaging (all packaging requirements)

ASTM D3951 — Standard Practice for Commercial Packaging (commercial-style items)

ASTM D5118 — Fiberboard Shipping Boxes Only (commercial-style items)

Step 04 | Bid, Win & Fulfill Your First Award

- ☐ Navigate the DIBBS portal to find open solicitations matching your FSC codes
- ☐ Study each solicitation carefully — understand all requirements before bidding
- ☐ Research pricing using market data and get supplier quotes before submitting
- ☐ Submit your bid before the solicitation closing date and time
- ☐ Upon award notification, fulfill on time to DLA packaging and labeling standards
- ☐ Submit invoice through PIEE within the required timeframe for prompt payment

Section 07 | Goal Tracker

Your 1-Year Contracting Goal Tracker

Choose your top 5 contracting goals for the next 12 months. Be specific. Be realistic. Write them down — your brain takes seriously what you commit to paper. Review these goals every quarter and watch them compound into results.

Tracking Period — From: _____ To: _____

Goal 1

Contracting Goal

Why This Goal Matters

Success Measure & Target Date

Goal 2

Contracting Goal

Why This Goal Matters

Success Measure & Target Date

Goal 3

Contracting Goal

Why This Goal Matters

Success Measure & Target Date

Goal 4

Contracting Goal

Why This Goal Matters

Success Measure & Target Date

Goal 5

Contracting Goal

Why This Goal Matters

Success Measure & Target Date

Section 08 | Quarterly Tracker

Quarterly Milestone Tracker — Q1 & Q2

Break your 1-year goals into quarterly milestones. Each quarter: review your goals, name your obstacles, define your strategies, and record your specific actions. This is how extraordinary contracting results are built — quarter by quarter.

First Quarter Milestone Tracker

From: _____ To: _____

Goal #	Milestone	Obstacle	Strategy	Status
1				
2				
3				

Obstacles This Quarter

Strategies

Specific Actions

Second Quarter Milestone Tracker

From: _____ To: _____

Goal #	Milestone	Obstacle	Strategy	Status
1				
2				
3				

Obstacles This Quarter

Strategies

Specific Actions

Section 08 (Continued) | Quarterly Tracker

Quarterly Milestone Tracker — Q3 & Q4

Third Quarter Milestone Tracker

From: _____ To: _____

Goal #	Milestone	Obstacle	Strategy	Status
1				
2				
3				

Obstacles This Quarter

Strategies

Specific Actions

Fourth Quarter Milestone Tracker

From: _____ To: _____

Goal #	Milestone	Obstacle	Strategy	Status
1				
2				
3				

Obstacles This Quarter

Strategies

Specific Actions

ANNUAL REVIEW: At the end of Q4, review all four quarters. Note your “Strategic By-Products” — unexpected wins and capabilities you gained while pursuing your original goals. These often become your most valuable achievements.

Section 09 | Success Tips

Tips for Small Business Success in DLA Government Contracting

Tip 01 | Stay Consistent & Organized

Keep all registration details — your business name, address, and EIN — identical across every platform. A single mismatch in SAM.gov, DIBBS, or PIEE can cause payment delays or disqualification. Build a master credential data document/sheet today.

Tip 02 | Know Your Codes Cold

Your NAICS and FSC codes determine which solicitations you see and which opportunities DLA matches you with. Research thoroughly and select codes that genuinely reflect your products. Revisit them every year as your business evolves.

Tip 03 | Protect Your Credentials

Use a secure password manager for SAM.gov, DIBBS, PIEE, and VSM. Losing access to your Entity Administrator account can freeze your entire contracting operation. Store backup access information in a secure, offline location.

Tip 04 | Start Bidding Strategically

Your first few bids are learning experiences — price them to win and to fulfill. Study open solicitations carefully. Understand MIL-STD packaging before you bid. Build supplier relationships and get quotes before committing to large orders.

Tip 05 | Align With DLA's Mission

DLA's 2025–2030 Strategic Plan prioritizes Partnerships and supply chain resilience. Position yourself as a reliable, mission-aligned partner — not just another vendor. Attend DLA industry days and engage small business offices proactively.

Tip 06 | Track Everything Quarterly

Use the Goal Tracker and Quarterly Milestone Tracker in this Blueprint every quarter. Review what worked, what did not, and what unexpected wins emerged. The contractors who track their progress consistently are the ones who win more contracts over time.

Section 10 | Your Next Steps

From Blueprint to Your First Award

01 | Assess Your Readiness

Visit www.mycontractscout.com for your FREE Government Contracting Readiness Report. Find out exactly where your business stands and what gaps to close before registering.

02 | Fill In Your Registration Profile

Complete Section 03 of this Blueprint completely. Every field. Every code. Consistency is your single greatest competitive advantage in the federal marketplace.

03 | Complete All Three Phases In Order

Business Setup >> SAM.gov >> DIBBS. In that order. No shortcuts. Phases 1 and 2 take 2–4 weeks. The DIBBS postcard adds 1–2 weeks. Start today.

04 | Set Your Goals & Track Every Quarter

Complete your 1-Year Contracting Goal Tracker. Break it into quarterly milestones. Review every 90 days. This single habit separates consistent winners from wishers.

05 | Bid, Win & Fulfill

Bid confidently on DLA solicitations matching your FSC codes. Fulfill every award with precision. Build your past performance record — it compounds into future wins.

EEJUHS LOGISTICS

Bobby N. Butler, Chairman & CEO

“The most powerful vision always wins. Make sure it is yours.”

WARFIGHTER ALWAYS · SUPPLIER ALWAYS