**What Comparative Evaluation is:**

* It is the direct comparison of one quotation/offer with another in a uniform and fair manner to determine which quote/offer provides the Government what it needs, where and when as identified in the RFQ
* It is an assessment of which response is the “best” as a whole
* Once one quotation/offer is found acceptable, it is compared side by side to the remaining ones, and the “best” one is chosen

 **What Comparative Evaluation is not:**

* It does not individually evaluate quote/offers against specified evaluation factors
* It does not assign a rating using a color, numerical, or other rating methodology
* It does not require additional evaluation to determine if minimal advantage is worth a minimal or normal price difference, but not prohibited
* It is not a low price technically acceptable (LPTA) or trade-off process