

How to Create an Effective Capabilities Statement

Create a Capabilities Statement to emphasize your business capabilities, demonstrate past performance, and showcase competitive advantages. It describes a firm procurement readiness. It's a clear, concise, overview that provides information for potential customers to receive information about your firm. Ideally a one-page searchable PDF (two pages in some rare cases) that describes who your business is and the services and/or products it provides. The business summary should be brief, between 3 to 5 sentences and include your firm logo. It's a living document and will be updated as needed. Tailor it to one of the three versions; general, industry or agency specific, or solicitation specific. The general version presents an overview of your firm and is used for general marketing events and trade conferences. It should also be posted on the firm website. The industry or agency specific version shows your firm can perform specialized types of work and demonstrates how your firm services align with the agency or industry needs. The solicitation specific version is used to address specific solicitations. Include key words and terms from the solicitation in the capabilities statement and ensure the required North American Industry Classification System (NAICS) or Product Service Codes (PSC) match. When developing, focus on including these 5 components of an effective Capabilities Statement:

- Core Competencies
- Differentiators
- Past Performance
- Company Data
- Company Information

How to Create an Effective Capabilities Statement

Core Competencies	Past Performance	Differentiators	Company Data	Company Information
<ul style="list-style-type: none">• Use sentences or bullet points.• Unique abilities possessed or developed.• Tailor to solicitation.• Services and/or Products your firm can provide.	<ul style="list-style-type: none">• Detail firm relevant experience and expertise.• List most recent and relevant projects first.• Brief overview of the project need, resolution provided, and value added to the customer.	<ul style="list-style-type: none">• Unique features and benefits of the services and/or products your firm provides.• Sets firm apart from competitors.• Identify what makes your firm diverse or better positioned.	<ul style="list-style-type: none">• Should contain firm identity, including office locations, relevant codes, website, social media handle, accolades and certifications.• Identify that your business accepts credit and purchase cards.	<ul style="list-style-type: none">• Include a name and email address of the firm point of contact that can generally talk about the offerings in a meaningful way.• Should be for a specific individual, avoiding "info@company.com".

CAPABILITY STATEMENT

(Sample Template)

Company logo and contact information
(Name, phone, email)

Core Competencies

Short introduction statement of the company's core competencies tailored to the agency's specific needs followed by strong key-word bullet points

Guidelines:

- No long paragraphs.
- Use short sentences followed by strong keyword bullet points
- Create a separate document for each agency, prime contractor, and/or teaming partner
- Tailor each Capability Statement to the agency mission or specific opportunity
- Title this document a "Capability Statement"
- Capability Statement should be one page and on one side
- Use two sides only if absolutely necessary
- Save and distribute as a PDF, not a Word, PowerPoint or other format

Past Performance

List past customers for whom you have done *similar* work. Prioritize by related agency (i.e. federal, state, local, then commercial). If the past projects do not relate to the targeted agency's needs, do not list them. Include specific contact information for references. (Name, title, email, phone).

Differentiators

Identify what makes you different from your competitors and how this benefits the agency. What is unique about your business. Why you can do it better, faster, cheaper. Relate your key differentiators to the needs of the agency, prime or team partner

Company Data

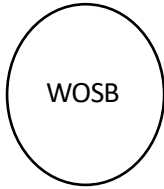
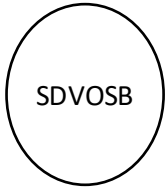
One very brief company description detailing pertinent data. Customers will visit your website for additional information. Make sure your website is always up-to-date and demonstrates a government focus.

List Pertinent Codes

- Duns
- Certifications: 8(a), HUB Zone, SDVOB, etc.
- NAICS
- Cage Code
- Accept Credit Cards
- GSA Schedule Contract Number(s)
- Other federal contract vehicles
- State/Local Contract Numbers

Company name, address, phone numbers (office, mobile, and fax) email, website.

DISCLAIMER: The sample capabilities statements are intended to help firms develop their capabilities statement. Small businesses should not solely rely on this document as each firm varies.



Logos for relevant socioeconomic classifications.

ABOUT US - Short introduction statement relating the information concerning the firm. Between 3 to 5 sentences.

CORE COMPETENCIES – Firm core competencies, including capabilities of the customer specific needs using key-word heavy bullet points.

COMPANY DATA – Include one very brief company description detailing pertinent data.

- Unique Entity Identifier (UEI)
- Socioeconomic certifications – list here only if logos are not used
- North American Industry Classification System (NAICS)– list the top 3
- Product Service Code (PSC)
- CAGE code
- DUNS – for some local and state govt use
- Accept credit and purchase cards

PAST PERFORMANCE – List past customers for whom you have completed similar projects for. If past projects do not relate to the targeted agency’s needs, do not list it.

- Tips:**
- No long paragraphs.
 - Use short sentences followed by keyword heavy bullet points.
 - Create a new document for each agency, prime or teaming opportunity.
 - Tailor each Capability Statement to the agency mission or specific opportunity (solicitation).
 - Preferably one to two pages (front and back)
 - **Use two pages only if absolutely necessary**
 - Use firm name when saving the file and distribute as a PDF.
File name example: VA OSDBU Capabilities Statement.pdf
 - Readers will visit your web site for additional information. Make sure your website is constantly updated and government focused.

Add mailing address, email address, phone numbers (voice, mobile and fax), and website.

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Capability Statement

LOGO

BUSINESS SUMMARY:

The Summary should be a paragraph that tells your reader who you are and what you do. If you wish, the paragraph can include a brief history of the business.

CAPABILITIES

Areas of expertise – types of work you can do for your client. Use short sentences or bullet statements. This should not be a long narrative about your capabilities or areas of expertise.

FACILITIES AND EQUIPMENT:

List all facilities, equipment and resources used to manufacture the products or provide the service(s). Include unique qualifications, techniques and approaches used to perform work, including any state-of-the-art equipment or capabilities that are part of your business.

EXPERTISE:

A brief summary of your expertise, as well as that of your key personnel/staff, highlighting their education and technical experience as it relates to your business.

CUSTOMERS:

Provide a list of at least three or four of your key customers, past or present. Company names are sufficient.

LIST CONTACTS

SUMMARY

Capability Statement should be no more than 2 pages – remember, keep it simple, but tell the reader what makes you special and why they should choose to do business with you. This can be used as a stand-alone document to market your business, or attached to any pertinent literature you may already have, which will complete the story you want to tell about your business. This along with a simple cover letter can introduce your company to any government agency or large business.

PO XXXXX
XXXX, PA 19xxx

Contact: xxxxxxxxxxxx

Tel: 215.xxx.2698
FAX: 215.xxx.09xx

Email: xxxxx@xxxxxxxx.com

NAICS:

541611
541614
541618
561110

Cage Code:

xxxxx

D&B:

xxxxxxxxxxxxx

Certifications:

**XXXXXXXX is certified in
XXXXXXXX and XXXXX by the
XXXXX, and is expert in
XXXXXX.**

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