



CONTENTS OF A CAPABILITY STATEMENT WITH SAMPLE STATEMENTS



This document serves to assist
with the preparation of your
Capability Statement

Sent to you with the compliments of

BROOKLYN MINORITY BUSINESS DEVELOPMENT AGENCY BUSINESS CENTER
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CONTENTS OF A CAPABILITY STATEMENT

WHAT IS A CAPABILITIES STATEMENT?

A capabilities statement is a brief overview of the know-how of a company that is usually a one to two pages. It allows for government procurement officers, be it on the local, state or federal agencies, to get a synopsis of what your company is able to do, what it has done, how your company separates from other companies in the same industry, and most importantly, how they can contact the proper personnel within your firm to explore potential opportunities.

The five key areas included in a successful are:

1. CORE COMPETENCIES

These are short introduction statements relating the company's core competencies to the agency's specific needs followed by key-word heavy bullet points. This is NOT everything a firm is able to do, but the core expertise of a firm, specifically related to the agency this Capability Statement is written for, its mission and identified opportunities.

2. PAST PERFORMANCE

Begin by listing past customers for whom your business has done similar work. Prioritize starting with related agency, to all federal to other government, to commercial contracts. If the past projects do not relate to the targeted agency's needs, do not list it.

3. DIFFERENTIATORS

Doing business with the government is highly competitive. Contractors have the burden of dealing with this competitive market and rising above the other contractors. Many companies who are trying to increase sales to the government market do not have a clear value statement detailing what makes them different from their competitors. A succinct, clear statement that relates to the specific needs of the agency is what will help the procurement and purchasing people, the program managers and end users understand why they should pick your firm over other competitors.

Sample Differentiator Questions:

- *How is your company best suited for the needs of this agency?*
- *What is it about your services that make you stand out from the rest?*
- *What is it about your people that give you the advantage over your competitors?*
- *Why are your products better solutions than the others that are available?*

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If these benefits cannot be clearly communicated, it is impossible for a decision-maker to make a clear recommendation for your company over one of your competitors. Many companies fail to take this critical step. And they wonder why they are missing out on contracts.

4. CORPORATE DATA

Include one or two short sentences with a company description detailing pertinent history. Include: the size of your firm, your revenue, the number of employees you have, and the typical geographic area you serve.

- DUNS
- Socio-economic certifications: 8(a), HUB Zone, SDVOB, etc.
- NAICS (all) Do not include code descriptions, just use the numbers
- CAGE Code
- Accept Credit and Purchase Cards
- GSA Schedule Contract Number(s)
- Other federal contract vehicles
- BPAs and other federal contract numbers

If your firm has won any awards, received accolades or has notable accomplishments relating to that agency, list them only if you have space.

5. CONTACT INFORMATION

- State Contact Numbers
- Name (a specific person)
- Address
- Phone (main and cell)
- Email (a personal email, not info@)

Things to Keep In Mind:

- If you have a website, make sure that the company website is constantly updated. This is where readers will feel inclined to view for further information;
- Regarding the past performance(s), ideally it is recommended to include a specific contact for reference, such as name and title of the person you had direct connection with during that particular project;
- When distributing Capability Statements, it is best to save in PDF format. Do not distribute Capability Statements in Word, PowerPoint or any other format;
- A Capability Statement should also show a firm's logo and other branding elements, for recognition, and be free of long paragraphs, instead, using short sentences and bulleted lists for quick visual scanning;
- On each page, indicate contact information, including company website and a specific person's name, email and phone number;
- Capability Statements are a living document, so feel free to alter the document to the targeted agency.

Benefits of Capabilities Statement:

- A door-opener to new agencies
- Proof of qualification
- Proof of past performance
- It will set you apart from your competitors



LOGO

COMPANY NAME, INC.

000 Avenue, Suite 000 | Smithtown, NY 00000

Tel: xxx-xxx-xxxx | Fax: xxx-xxx-xxxx

Email: xxx@xxxx.com | www.xxxxx.com

COMPANY PROFILE

CORE COMPETENCY

SERVICES

DIFFERENTIATORS

COMPANY DATA

DUNS No:
CAGE CODE:
ORCA:
CCR:
GSA SCHEDULE CONTRACT:
LICENSED IN THE FOLLOWING STATES:

COMPANY CERTIFICATIONS

FEDERAL CERTIFICATIONS

NAICS CODES

STANDARD INDUSTRIAL CERTIFICATIONS

BONDING CAPABILITIES

PAST PERFORMANCE

PROJECT NAME	AGENCY/PRIME	POINT OF CONTACT	CONTRACT VALUE	COMPLETION DATE
Xxx Xxxxx Xxxx	Xxxxxxxx, Inc.	John John, Project Manager	\$000,000.00	July 31, 20XX
Xxx Xxxxx Xxxx	Xxxxx, Xxx Xxxxxx, Inc.	Paul Paul, Project Manager	\$000,000.00	May 1, 20XX

CONTACT INFORMATION

Company
CEO/President
Address
Phone | Mobile | Fax
Email
Website

POINT OF CONTACT

Name
Title
Mobile | Email
←—————→
Name
Title
Mobile | Email