

CAPABILITY STATEMENT

--Guide--

Title this document: Capability Statement

Show your logo, website and contact information, with a specific person's name, phone and email.

TargetGov Tip: This is a CONTENT guide, not a design guide. Add color & graphic elements to complement your firm's brand!

Use this section title: Core Competencies

Short introduction statement relating the company's core competencies to the **agency's specific needs** followed by **key-word heavy bullet points**. Begin this paragraph with the following format: "[Your Company] assists the [Agency or Prime Contractor] in its mission to [specific scope of work] by providing the following products (or services):"

TargetGov 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
- Call this document a Capability Statement
- Preferably, this Capability Statement is one page, one side
- Go to two sides only if absolutely necessary
- Save and distribute as a PDF, not a Word, PowerPoint or other format
- Keep the file format small, definitely under 1MB
- Use the whole page, keep page margins small

Section Title: Past Performance

List past customers for whom you have done *similar* work. Prioritize by 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.

TargetGov Tip: Ideally, include specific contract details and contact information for immediate references. Include name, title, email, phone.

Section Title: Differentiators

Identify what makes you different from your competitors and how this benefits the targeted agency

TargetGov Tip: Relate your key differentiators to the specific needs of the agency, prime or teaming partner. Add metrics! Contact us for assistance.

COMPANY DATA Section

One very brief company description detailing *pertinent* data.

TargetGov Tips: Readers will visit your web site for additional information. Make sure your web site is constantly updated *and* government-focused. Use graphics if they help tell your story and describe your fit with the target.

List Specific Company Codes and Data:

- DUNS
- CAGE Code
- NAICS (a reasonable number, fewer than 15)
- Socio-economic certifications: 8(a), HUB Zone, SDVOB, ED/WOSB, etc.
- Accept Credit and Purchase Cards
- GSA Schedule Contract Number(s) and SINS
- Other federal contract vehicles
- BPAs and other federal contract numbers
- Appropriate teaming agreements

Your logo, address, phone numbers (voice, mobile and fax) email, web site and other related contact information