

# CAPABILITY STATEMENT

## Sample Template

Title this document: Capability Statement

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

This is a **CONTENT** template, not a design template.

**Add color & graphic elements!**

## Core Competencies

Short introduction statement relating the company's core competencies to the **agency's specific needs** followed by **key-word heavy bullet points**

Writing 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

### 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 target agency's needs, do not list it.

**Ideally, include specific contact information for immediate references. Include name, title, email, and phone.**

### Differentiators

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

**Relate your key differentiators to the needs of the agency, prime, or teaming partner**

### COMPANY DATA

One very brief company description detailing *pertinent* data.

Readers will visit your web site for additional information. Make sure your web site is constantly updated and government-focused.

### List Specific Pertinent Codes

- DUNS
- Socio-economic certifications
- NAICS (all)
- CAGE Code
- Accept Credit and Purchase Cards
- GSA Schedule Contact Number(s)
- Other federal contract vehicles
- BPAs and other federal contact numbers
- State Contract Numbers

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