

Company logo (if any) Company name Company address Company website Contact information (Name, phone, email)	<h2 style="margin: 0;">CAPABILITY STATEMENT</h2>
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Core Competencies

THIS IS YOUR SALES PITCH: Short introduction of the company’s core competencies *tailored to the customer’s/ agency’s specific needs*, followed by strong keyword bullet points.

Past Performance	Differentiators (bullets)
<p>List past customers for whom you have done <u>similar</u> work. <i>If past projects do not relate to the targeted agency’s needs, do not list them.</i> Prioritize by related agency (i.e. federal, state, local, then commercial). Include specific contact information for references: <i>Name, title, email, phone.</i></p> <p>If your company does not have relevant experience, highlight your team member’s experience that indicates your ability to perform</p>	<p>Identify what makes you different from your competitors and how this benefits the agency. <i>What is unique about your business and why is that <u>important to the customer</u>? Why you can do it better, faster, cheaper, on time? DO YOUR RESEARCH!</i></p>

Company Data	List Pertinent Codes
<p>Very brief company description detailing pertinent data. <i>(American-owned/ Date established/Business entity (Florida LLC 2013)</i></p> <p>Customers will visit your website for additional information. <i>Make sure your website is always up-to-date and demonstrates a government or business focus.</i></p>	<ul style="list-style-type: none"> • Special Certifications: 8(a); HUB Zone; Woman Owned Small Business (WOSB); Veteran Owned Small Business (VOSB); Service-Disabled Veteran Owned Small Business (SDVOSB); etc. • Dun & Bradstreet (DUNS) • NAICS codes for your primary service or product • CAGE Code, if you have one • GSA Schedule Contract Number(s) • Other federal contract vehicles • State/Local Contract Numbers • Payment requirements, if applicable <i>(Major credit cards accepted)</i>

Guidelines:

- Capability Statement *is a snapshot of your company’s strengths and experience doing the work that the agency or company wants or needs.* Customize it for each agency or company
- Designed as a single sheet; one side preferable but two sides, if necessary
- Use short sentences followed by strong keyword bullet points; no long paragraphs
- Create a separate document for each agency, prime contractor, and/or teaming partner

- Save this document as “(your company name)’s Capability Statement” and distribute as a PDF, not a Word, Powerpoint or other format