

CAPABILITIES STATEMENT



Presented by:

MBDA-Tacoma Business Center

Operated by the City of Tacoma



MBDA-Tacoma.com

July 23, 2020

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Capabilities Statement

*Brief promotional or marketing statement about your business –
its capabilities and skills to advertise who you are and what you do.*

Uses:

- A door-opener to new clients and agencies
- Proof of qualification
- Proof of past performance
- To set you apart from your competitors
- Required in many government registration processes



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Five Key Components

Make sure to include the following:

1. Core Competencies (Capabilities)
2. Differentiators
3. Past performance
4. Corporate data with industry codes
5. Contact information

Your statement does not have to follow this specific format or layout

CAPABILITY STATEMENT

Contact information: _____ Company Logo/Title: _____

Company Slogan: _____

Certifications

Pertinent Codes
DUNS #: _____
Cage Code: _____
Current Contract Numbers

NAICS Codes:

SIC Codes:

Geographic areas served

Special Industry certifications

Awards

Core Competencies

• _____

• _____

• _____

Differentiators

Performance History

• Name of Client: _____
Project Description: _____

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Project Description: _____

• Name of Client: _____
Project Description: _____



1. Core Competencies

- Short introduction statement relating the company's core competencies to the client/agency's specific needs
- Followed by keywords describing services/capabilities
- *Does not* have to include *everything* the firm is able to do – include the core expertise of the firm

ABOUT US

Advanced Technology Construction (ATC) is a full service general contractor licensed to perform construction, federal and Private, in six states.

Socio-Economic status of: SDVOSB, 8(a) and HUBZone allow the company to pursue unique opportunities. Locally owned, ATC has performed construction projects across the full spectrum of the industry at various magnitudes from as small as \$5K too as large as \$14MM.

Major and enduring customers are the Department of Defense, Department of the Interior, and the Boeing Company.

ATC's revenue stream is \$20.5MM annually with a bonded single project size of \$25MM and \$50MM aggregate bonding capacity.

SERVICES

- TURNKEY DESIGN BUILD
- RENOVATIONS // TENANT IMPROVEMENTS
- SITE CIVIL
- VERTICAL CONSTRUCTION
- BID BUILD
- CONSTRUCTION MANAGEMENT SERVICES
- SPECIALTIES



2. Differentiators

- What is it about your services that makes you stand out from the rest?
- How is your company best suited for the needs of your target audience (agencies/firms)?
- What is it about your people that give you the advantage over your competitors?
- Include facilities and equipment if necessary

DIFFERENTIATORS

GTech remains competitive by lowering overhead costs without compromising service. GTech has achieved sustainable growth because of its pricing structure.

GTech Staff bring exceptional service to your business:

- Employees trained on-site
- Quality specialist assigned to each site
- Bi-weekly inspections
- Emergency services
- On-going staff training and high employee retention
- Clients can call or email GTech Staff 24/7, 365
- Fully insured and bonded



3. Past Performance

- List past customers and/or projects
 - Project Name, Project Owner, Services Provided
- LEAD with Numbers \$
- Don't need to include all projects/customers
- Can be specific projects related similar work you are applying for
- Prioritize with largest projects in related areas
- Can include testimony of past client
- Logos of client companies – use with permission

PROJECT HISTORY

| Project | Agency | Contractor |
|---|--|----------------------------|
| The Dalles Dam, East Fish Ladder Auxiliary Water Supply | U.S. Army Corps of Engineers | Kiewit Infrastructure |
| Samson Parking Lot | | Tek-Line Construction Inc. |
| Foothills Trail, Pervious Trail | Pierce County | Pivetta Brothers |
| Sound Transit Yard Expansion, Lakewood | Sound Transit | Shimmick |
| Little Skookum | WSDOT | Quigg Brothers |
| Klickitat Bridge Replacement | WSDOT | MJ Hughes |
| Capitol Hill Station | Sound Transit | PCL |
| Police Station Sealcoat & Striping | City of Tacoma | Direct contract |
| Driveway, Grading, Paving, Port Orchard | National Oceanic & Atmospheric Agency (NOAA) | General |
| Paving, Patching | Highline and Federal Way School Districts | Direct contract |
| Asphalt Paving | City of Nome, AK | Twin Peaks |
| Asphalt Paving | City Kotzebue, AK | Twin Peaks |



4. Company Data

- Company Logo
- Unique Identifiers
 - UBI, NAICS, CAGE, DUNS
- Certifications
 - MBE, DBE, WBE, Tacoma SBE, King County SCS, ...
 - Industry certifications or accreditations
- Awards or recognitions
- Bonding capacity
- Accept Credit and Purchase Cards ('Pcards')
- Geographic locations serviced

Company Data

DBE, UDBE, MWBE
WA UBI: 601083060
DUNS: 613741904
CAGE: 6G6C8

WSDOT CUF Rating:
"Trendsetter"

NAICS

237310
238990

Bonding Capacity:

Single \$500,000
Aggregate \$1,000,000



5. Contact Information

- Contact Name
- One phone number
- Fax number
- One email address
 - Professional business domains preferred:
 - you@yourbusiness.com
 - Avoid generic/personal email addresses:
 - ...@gmail.com / ...@yahoo.com / etc.
- Mailing/Physical Address
- Website

Tyreese Green, President

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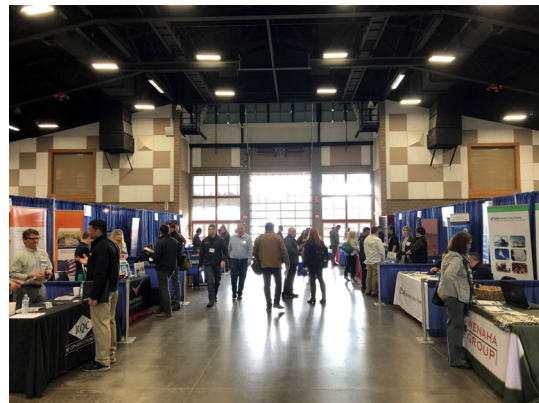
Layout

- One page is preferred; two pages if necessary
 - Keep all critical information on front page
 - Include contact information on both sides
- Create content 'panels'
- Limit text length
- Use bullet points
- Use colors and graphics to stand out
 - Make sure it is presentable in color or B&W print
- Include a logo
- High-resolution images
- Consider different versions tailored to various audiences/industries



What next?

- Software:
 - MS Publisher, MS Word
 - Designer: Adobe Photoshop, Illustrator
- Update your statement as needed (every year/season)
 - New projects
 - Up-to-date contact information
 - Change of scope
 - Accolades, awards, achievements
- Where to use:
 - Contracting events
 - Meeting with potential clients
 - Website – include a downloadable version



Questions?



Thank you.

Contact: (253) 591-5240, mbda@cityoftacoma.org

Sources:

- *How to Write a Powerful Capability Statement For Government Contractors*, Gloria Berthold Larkin
Web: <https://ezinearticles.com/?How-to-Write-a-Powerful-Capability-Statement-For-Government-Contractors&id=2823879>
- Washington Procurement Technical Assistance Center (PTAC)
WashingtonPTAC.org

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