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
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*

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
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

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
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

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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, mbd@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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