

# CAPABILITY STATEMENT --Guide--

## YOUR LOGO HERE

### TargetGov Tip:

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

Your Name  
Company Name  
Title  
Phone  
Email  
Website

Title this document: Capability Statement

## 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 sentence: "[Your Company] assists the [Agency or Prime Contractor] in its mission to [paraphrase the target's mission] 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.

## 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:

- SAM UEI
- 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

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