

# CAPABILITY STATEMENT

## Sample Template

Title this document: Capability Statement

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

**TargetGov Tip:** 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**

**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

### 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 contact information for immediate references. Include name, title, email, phone.

### Differentiators

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

**TargetGov Tip:** Relate your key differentiators to the needs of the agency, prime or teaming partner.

### COMPANY DATA

One very brief company description detailing *pertinent* data.

**TargetGov Tip:** 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: 8(a), HUB Zone, SDVOB, etc.
- NAICS (all)
- CAGE Code
- Accept Credit and Purchase Cards
- GSA Schedule Contract Number(s)
- Other federal contract vehicles
- BPAs and other federal contract numbers
- State Contract Numbers

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