

CAPABILITY STATEMENT

Sample Template

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!

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**

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

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

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 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, WOSB, etc.
- NAICS (all—reasonable number)
- CAGE Code
- Accept Credit and Purchase Cards
- GSA Schedule Contract Number(s)
- Other federal contract vehicles
- BPAs and other federal contract numbers
- State Contract(s) and Numbers

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