### Show your logo at the top and contact information, with a specific person’s name, phone and email.

**CAPABILITY STATEMENT**

**Guide**

**Title this document: Capability Statement**.

**Tip:** Consider developing a unique, targeted Capability Statement for each agency you want to do business, unless you are developing a generic CS.

**This is a CONTENT guide, not a design guide. Add color & graphic elements!**

# Use this section title: Core Competencies

Short introduction statement providing the company’s core competencies followed by **keyword heavy bullet points.**

**Tips:**

* No long paragraphs -use short sentences followed by keyword heavy bullet points
* 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 – very limited blank space

# Section Title: Past Performance

### List past customers for whom you have done work. Prioritize by related agency to include federal to other government to commercial contracts. If the past projects do not relate to the targeted agency’s needs, do not list it.

**Tip:** Ideally, include specific contract details and 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

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

**Company Data**

### One very brief company description detailing

pertinent data.

**Tip:** 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.

## List of Specific Pertinent Codes and Data

### DUNS

* CAGE Code
* NAICS and Product and Service Codes (a reasonable number)
* NIGP for state and local agencies (as applicable)
* Socio-economic certifications: 8(a), HUBZone, SDVOSB, WOSB, MBE, WBE, PDBE, etc.
* Accept Credit and Purchase Cards
* GSA Schedule Contract Number(s) and SINs
* Other federal contract vehicles

Add your logo, address, phone numbers (voice, mobile) email, website and other related contact information