

Company logo (if any) Company name Company address Company website Contact information (Name, phone, email)	<b>CAPABILITY STATEMENT</b>
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### Core Competencies

**THIS IS YOUR SALES PITCH:** Short introduction of the company's core competencies *tailored to the customer's/agency's specific needs*, followed by strong keyword bullet points.

Past Performance	Differentiators (bullets)
<p><b>List past customers for whom you have done similar work.</b> If past projects do not relate to the targeted agency's needs, do not list them. Prioritize by related agency (i.e. federal, state, local, then commercial). Include specific contact information for references: <i>Name, title, email, phone</i>.</p> <p>If your company does not have relevant experience, highlight your team member's experience that indicates your ability to perform</p>	<p><b>Identify what makes you different from your competitors and how this benefits the agency.</b> What is unique about your business and why is that <b>important to the customer?</b> Why you can do it better, faster, cheaper, on time? <b>DO YOUR RESEARCH!</b></p>

Company Data	List Pertinent Codes
<p>Very brief company description detailing pertinent data. (<i>American-owned/ Date established/Business entity (Florida LLC 2013)</i>)</p> <p>Customers will visit your website for additional information. <i>Make sure your website is always up-to-date and demonstrates a government or business focus.</i></p>	<ul style="list-style-type: none"> <li>Special Certifications: 8(a); HUB Zone; Woman Owned Small Business (WOSB); Veteran Owned Small Business (VOSB); Service-Disabled Veteran Owned Small Business (SDVOSB); etc.</li> <li>Dun &amp; Bradstreet (DUNS)</li> <li>NAICS codes for your primary service or product</li> <li>CAGE Code, if you have one</li> <li>GSA Schedule Contract Number(s)</li> <li>Other federal contract vehicles</li> <li>State/Local Contract Numbers</li> <li>Payment requirements, if applicable (<i>Major credit cards accepted</i>)</li> </ul>

### Guidelines:

- Capability Statement *is a snapshot of your company's strengths and experience doing the work that the agency or company wants or needs.* Customize it for each agency or company
- Designed as a single sheet; one side preferable but two sides, if necessary
- Use short sentences followed by strong keyword bullet points; no long paragraphs
- Create a separate document for each agency, prime contractor, and/or teaming partner
- Save this document as “(your company name)’s Capability Statement” and distribute as a PDF, not a Word, Powerpoint or other format