

CAPABILITIES: WHY SHOULD THEY SELECT YOU?

How do you communicate information about your great company?

The term **Capability Statement** started in the world of government contracting. This was the document needed to be able to tell the reader about your company. Brochures are gone. This method of marketing communication is intended to be one page and concise relative to your business competencies. When writing your Capability Statement you are trying to figure out the balance of enough information versus too much information. While it may have started out as a government contracting document; it can be a great tool for any and all businesses to use as your new marketing document. Yes, even those companies have no desire to be sell to government agencies!

There is some clean insight and advice for creating this document. Look and format is your choice. Bulleted below are some minimum elements to be considered. The final document needs to be **visually appealing and concise** in using a **one page format**:

- Key information on the business
 - Name, address
 - Contact person (if claiming woman owned; make sure it is a woman as point of contact)
 - Certifications (are you formally certified as a WBE, MBE, VBE, etc.)
 - Core competencies
 - Past Performance referencing
- Other considerations (more towards government customers)
 - NAICS (if your customer is a federal contractor it could matter)
 - NIGP (if your customer is a local/state contractor it could matter)
 - Date Universal Numbering System (DUNS)
 - Commercial and Government Entity (CAGE)

When giving the core competency information do not assume that the receiver will be technical. Write to all in a way that all will afford understanding.

To be effective in creating this Capability Statement you need to know your business and understand it well. This type of in-depth, internal inspection can be hard. Who is your competitor? Have you researched their business? What do you do different that you can identify as a **Differentiator** on your business resume? A SWOT (strengths, weakness, opportunity, threats) analysis can be beneficial in helping to better understand your business.

INTERNAL INSPECTION	EXTERNAL INSPECTION
Financial Assessment	Prospects
Customers	Economic Climate
Management capabilities	Market size/dynamics
Employee base	End-user Markets
Organizational/Structure	Competitive Intelligence
Products	Product Viability
Channels	Critical Success Factors
Processes/Productivity	Current Relationships

The [Illinois Procurement Technical Assistance Center \(PTAC\) at College of DuPage](#) offers clients advising towards the creation of a business Capability Statement in addition to government contracting insight. Our services are free of charge due to multiple funding sources. We offer free webinars on many topics and specifically we do have our **Capabilities Statement Webinar coming on November 16th at 1 pm**. [Pre-registration is needed](#). This session will offer more insight, additional details and even access to a template to help your create one for your business!