

**Capability Statement**

Shajed

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# Capability Statement

A Capability Statement is a business document or record of your individual and organizational competencies, achievements, associations and accreditations. Its purpose is to communicate clearly and effectively to potential business partners, stakeholders, suppliers, customers and even employees about your business and business capabilities.

A Capability Statement is important because it provides target audiences with specific information about your organization that will assist them to make a decision on whether they should do business with your company. When written powerfully and persuasively, a Capability Statement will differentiate your business from your competitor, helping to reinforce your business brand and value proposition in the minds of existing and potential new customers.

A Capability Statement is a critical tool to help you be as successful as possible, no matter what size company you represent.  Successful firms use their Capability Statement for a number of purposes:

* Required in many government registration processes
* A door-opener to new agencies
* Proof of qualification
* Proof of past performance
* It will set you apart from your competitors

# Types of Capability Statements

There are essentially three types of Capability Statements. The first is a one page document (can be two sides) that is used to open doors and make introductions with targeted agencies, primes and teaming partners. The second is a capability statement that is part of a Request. For Proposal response. The third is the document used during a meeting called a Capability Briefing.

# Objectives

The objective of the preparatory exercise is to facilitate participant’s ability to:

* Clearly define current target markets by geographical boundaries
* Clearly identify existing and potential customers
* Clearly identify existing competitors
* Collate essential information for a Capability Statement.

# Capability Statement Contents

The five key elements included in a successful capability statement are:

* Core competencies
* Past performance
* Differentiators
* Corporate data
* Contact information
* Client list by industry or sector
* Description of products and/or services

As you begin to create your firm's Capability Statement, begin by labeling the document as a Capability Statement. This should be stated at the top of the document. This is a term used by government contracting decision-makers, and indicates that you have knowledge of the contracting process. This title sets your document apart from all other flyers, brochures and line cards that are filling your prospect's mailbox. A Capability Statement should also show the firm's logo and related colors and other branding elements to improve name and brand recognition. It should be free of long paragraphs, instead, using short sentences and bulleted lists for quick visual scanning.

# Core Competencies

Core competencies are the main strengths or strategic advantages of a business. Core competencies are the combination of pooled knowledge and technical capacities that allow a business to be competitive in the marketplace. Theoretically, a core competency should allow a company to expand into new end markets as well as provide a significant benefit to customers. It should also be hard for competitors to replicate.

# Past Performance

Poor performance under a federal contract can have immediate consequences for contractors, who could be denied award or incentive fees, required to pay damages, or terminated for default. In addition, it could affect their ability to obtain future contracts because federal law generally requires agencies to evaluate contractors’ past performance and consider past performance information when making source selection decisions in negotiated procurements and determining whether prospective contractors are “responsible.” “Past performance” refers to performance on “active and physically completed contracts” and certain orders under existing contracts.

# Differentiators

Key differentiators a company can leverage to develop a competitive advantage:

* Market Responsiveness
* Product or Service Superiority
* Production Efficiency
* Natural or Human Resources
* Market Dominance
* Short Term Profit
* Method of Sale
* Distribution Methods
* Technological Advantage

# Corporate Data

Organizational memory (OM) (sometimes called institutional or corporate memory) is the accumulated body of data, information, and knowledge created in the course of an individual organization’s existence. Falling under the wider disciplinary umbrella of knowledge management, it has two repositories: an organization's archives, including its electronic data bases; and individuals’ memories.

# Value Proposition

Having a clear understanding of your value proposition and nature of your business is essential to viability and remaining competitive in the market. Having a proper and clear understanding of your value proposition is also essential for helping customers to understand exactly what it is that you can offer them. A value proposition is meant to explain to people what it is that is superior about your products and/or services and encourage decision-makers to do business with you instead of with your competitor

# Target Audience

Current customers looking for additional sales

Potential customers you wish to add

# Matchmaker Events

* Meet new customers
* Promote your business to as many agencies
* As possible within a very short period of time
* Great tool to get your foot in the door

# Expertise

A brief summary of your expertise, as well as that of your key personnel/staff, highlighting their education and technical experience as it relates to your business.

# Customers

Provide a list of at least three or four of your key customers, past or present. Company names are sufficient.

# Capability Statement Template

**<Insert Company Logo>**

**Company Details**

Company Name

Trading Name

ABN ACN

Year Established

Legal Structure/Ownership Annual Turnover

Location(s)

Postal Address

Phone Number Fax Number

Email Website

**Primary Contact:**

Name

Position title

E mail address

Mobile Phone Telephone

**Company Profile**

**Core Competencies:** Introduce the nature and core competencies of the company and relate those to the customer’s specific needs. Write approximately 1 – 2 paragraphs or dot points.

**Brief History:** An overview of the company. 1 – 2 paragraphs

**Value Proposition:** Include the company’s Mission Statement and/or Vision Statement. Know what is important to your customer and clearly define the value that your company can offer in responding to those needs.

**Competitive Advantage:**  How is your company distinctive and better positioned in the market against competitors.

**Capabilities and Capacity**

**Business Units:** <List business areas within the company>

**Services: <**List the key services your company provides as well as the features of each and the benefits those services provide>

**Products:** List the key products of your company as well as the features and benefits.

**Facilities:**

**Equipment:**

**Fleet:**

**Software/Systems:**

**Typical Value of Projects:** Provide the $ range of projects

**Geographical area served:** Identify the areas your company has serviced or has capacity to service

**Financial Capability:**

**Key Personnel**

Name:

Position Title:

< Describe relevant experience, expertise, achievements, qualifications>

Name:

Position Title:

< Describe relevant experience, expertise, achievements, qualifications>

Name:

Position Title:

< Describe relevant experience, expertise, achievements, qualifications>

**Project Showcase**

Project Name:

Project Description: <Identify an achievement associated with this project>

Scope:

Location:

Referee/testimonial:

Project Name:

Project Description: <Identify an achievement associated with this project>

Scope:

Location:

Referee/testimonial:

Project Name:

Project Description: <Identify an achievement associated with this project>

Scope:

Location:

Referee/testimonial:

**Current Projects**

<Insert list of current projects>

**Client List**

<Provide a list of current and past clients by industry. This identifies your company’s capacity to partner with others>

**Quality Commitment**

Quality Management: Quality Track Record:

**Insurance Coverage**

Public Liability:

Product Liability:

Professional Indemnity:

Work Cover:

**National Code of Practice**

<Identify whether your company complies by the national code of practise>

**Licenses/Certificates/Accreditations/Associations & Testimonials**

Licences:

Certificates: <Include any relevant personnel certificates>

Associations: <Identify if Industry association member or other companies contract with>

Accreditations:

Testimonials: