

# CAPABILITY STATEMENT --Guide--

## YOUR LOGO HERE

FRONT PAGE

**TargetGov Tip:**

This is a CONTENT guide, not a design guide. Add color & graphic elements to complement your firm's brand!

Your Name  
Company Name  
Title  
Phone  
Email  
Website

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 **keyword-heavy bullet points**. Begin this paragraph with the following format: "[Your Company] assists the [Agency or Prime Contractor] in its mission to [specific scope of work] by providing the following products (or services):"

**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
- The first page includes the information described here and the second includes Simplified Acquisition Threshold product listings
- Save and distribute as a PDF, not a Word, PowerPoint or other format document

### Section Title: Past Performance

List past customers for whom you have done *similar* work. Prioritize by related agency then all federal, other government and commercial contracts. If a past project does 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 website for additional information. Make sure your website is constantly updated and government-focused.

#### List Specific Pertinent Codes

- DUNS
- Socio-Economic Certifications: 8(a), HUBZone, SDVOB and WOSB
- NAICS Codes, including the one for the opportunity
- 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 name, address, phone numbers (voice, mobile and fax, email, website and other related contact information)

# Simplified Acquisition Threshold Services and Products

Your Company Name and DBA  
DUNS:  
CAGE:

**BACK PAGE**

Your Name  
Company Name  
Title  
Phone  
Email  
Website

## Section Title: Under \$750,000\*

Create a menu of products for your customers to choose from under each of the levels designated as the Simplified Acquisition Threshold.

- .... Product/Service
- .... Product/Service
- ....

**TargetGov Tip:** Make sure your website lists these same products so government decision-makers can easily confirm your product listings.

\*In compliance with the National Defense Authorization Act for Fiscal Year 2018 increases to the MPT and the SAT. See GSA SPE Memo SPE-2020-07.

## Section Title: Under \$250,000

**TargetGov Tip:** The back page of your Capability Statement will not change as frequently as the front, which needs to be tailored to each individual agency, prime or teaming opportunity.

- .... Product/Service
- .... Product/Service
- ....

Include language referring to the legislation and regulation citations to eliminate hesitation on the part of your government customers. Note the asterisk and double asterisk categories of pricing thresholds.

## Section Title: Under \$25,000

Use simple bulleted lists of branded product names with brief keyword-heavy descriptions

- Product/Service
- Product/Service
- ....
- ....
- ....

## Section Title: Micro-Purchase

### Under \$20,000\*\*

- .... Service
- .... Service
- ....
- ....

\*\*In compliance with the National Defense Authorization Act for Fiscal Year 2018 increases to the MPT and the SAT. See GSA SPE Memo SPE-2020-07.

### Under \$10,000

- .... Service
- .... Service
- ....
- ....

## Section Title: Contract Vehicles

List all the vehicles you have available for government purchasers to obtain your services, including government purchase cards and any prime or GSA schedules.

Your name, address, phone numbers (voice, mobile and fax, email, website and other related contact information)