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**Your Company Name**

**(if not apparent from your logo)**

**CAPABILITIES STATEMENT**

**Company Snapshot**

Established: 1996

CAGE: 1A2B3C

UEI: 0123456789

Accept Credit and Purchase Cards

List any contract vehicles – GSA schedule, CMAS, BPAs, etc.

[Specify if you serve a specific geographic area]

**Pertinent Codes**

*[Include NAICs codes if for Federal agency and UNSPSCs for California agency]*

**NAICS** *[include description as well as code]*

236220 - Commercial and Institutional Building Construction

236210 - Industrial Building Construction

**Licenses & Certifications:**

CA SB #5555, WOSB, WBE, etc.

Contractors’ license, MCP, LTO, etc.

**Key Clients:**

- Include a few logos or titles of the companies and/or agencies that would stand out most to your target audience.

(1) Replace this with a short introductory paragraph briefly describing your business. (2) Share your business mission in three sentences, detailing what is special about your business (not your certifications!) using clear, concise, and substantiated statements. (3) This is meant to tell your story without repeating your core competencies, differentiators, or certifications word for word.

**Your Company(If it is not clearly in the logo)**

**Core Competencies**

* **Bulletized list** 
  + of services that your company offers
  + List in priority order – significance
  + No narrative descriptions
  + Customize to focus on what the potential client needs
* **Separate topics as needed**
  + Make this an easy at-a-glance list – not too long!
  + If using details . . .quantify and qualify whenever possible

**Differentiators**  
What makes you different than the competition? How do you stand out? Are your employees especially skillful? Why is your service/products better? BE VERY CONCRETE AND BRIEF­.



**Past Performance  
Most Recent or Most Relevant Client**  
List experience in order similar to the targeted audience (Federal, State, Local, public, etc.) Customize to focus on what the potential client. When was the job, what was it for, how much were you paid?

**Past or Next Most Relevant Client**  
Include dollar value, performance period, or other aspects that provide examples of successful experience. The goal is to reflect depth – lowering the potential client’s risk. Stay away from testimonials and references.

**Contact**

POC: Joe Smith

Email: [yourname@address.com](mailto:yourname@address.com)

*[try to avoid generic “info” or “  
sales” addresses – personal email is best]*

Phone: 111-222-3333

Fax: 333-222-1111

Address: 123 Your Street

City, CA 98765

**Visit Our Website:** [**www.company.com**](http://www.company.com)

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**111-222-3333 | 123 Your Street, City, CA 98765 |** [**www.company.com**](http://www.company.com) **(This text box is anchored to text above)**