

What's a Capability Statement?

A Capabilities Statement is a promotional brochure which on paper and through the electronic media advertises who you are, what you do, and why the government or prime contractors should buy from you. Major elements of your capability statement, in addition to your small business designation and certifications, are as follows:

- Company overview
- Supplies and services description couched utilizing your marketing ideas and strategy.
- Past performance of your enterprise or your personal background and qualifications (experience, education, etc.)
- Facilities or capabilities overview (How you perform your service couched in a manner that will appeal to your target market)
- Explanation of the positive results the client should expect.
- Points of contact and ways to contact you for meetings, placing an order and contracting your services.

The document itself can be created with some graphics, pictures, themes and sales pitches in MS Word or Power Point Software. "Art Explosion Publisher Pro" is an inexpensive product which is useful in creating business brochures. It offers templates and works well with photos, graphics, background, etc.

The following is a link to a capabilities statement on the WEB. It is in the public domain.

<http://www.eventlogik.com/cab/about/default.aspx>

Your capability statement can be distributed on paper to your target market as a brochure, emailed as an attachment and linked into related industry web sites or partner web sites to get the word out about your product or service. The capability statement targets contracting officers and prime contractor buyers who are seeking to fulfill their small business buying goals. It is a way to get you in the door and speak to or correspond with the management and technical personnel who are the decision makers in sourcing small business buys.

Excerpt from the document "Small Business Federal Government Contracting" by Ken Larson.

About Ken Larson: As a Service Corps of Retired Executives (SCORE) Volunteer Counselor, he assists many small businesses with their planning and operations processes. Small business owners or prospective owners find him through a background search capability at the SCORE Web Site. Since he spent over 30 years in federal government contract management and 10 years in small business consulting, he naturally gets many inquiries from small companies wishing to enter or enhance their position in federal government contracting. For a complete copy of the document in PDF format, contact Ken at larsoke3@hotmail.com (free by request). You can also visit his website at <http://smalltofeds.blogspot.com/>.