

# DEVELOPING A TARGETED CAPABILITIES STATEMENT

# WHAT THE GOVERNMENT AND PRIME CONTRACTORS LOOK FOR

- Established business, has other customers, sales history
- Good past performance and relevant past experience
- A business who knows that they CANNOT DO EVERYTHING – understands your capabilities and limitations
- Adequate resources – Financial – Facilities – Equipment - Capacity

# WHAT THE GOVERNMENT AND PRIME CONTRACTORS LOOK FOR

- Record of personal and business integrity and ethics
- Possesses needed technical credentials
- Small business certifications (if appropriate)
- Internet capable and comfortable
- Researchable - verifiable

# WHAT THE GOVERNMENT AND PRIME CONTRACTORS LOOK FOR **NOW**

- If you are offering supplies and services for COVID-19, state it very directly on your Targeted Capabilities Statement.
- Have your inventory numbers, pricing and delivery already calculated and ready to provide.
- Be able to deliver quickly.
- Recognize that your Covid-19 Response buyers, have very limited time.
- Trim out extraneous, purely marketing materials.
- Trim out products they are NOT looking for at this time.

# WHAT MATERIALS DO YOU NEED WHEN MARKETING TO THE GOVERNMENT

# WHAT PREPARED MARKETING MATERIALS DO YOU NEED

- Business card
- **Capabilities Statement**
- Website
- Prepared verbal introduction of your business
- Prepared verbal “about your business”
- And if Federal Government or Federal Prime Contractor are your target – register in [www.SAM.gov](http://www.SAM.gov) and Dynamic Small Business Search <http://dsbs.sba.gov>

# CONSIDER MULTIPLE IDENTITIES



**ONE FOR GOVERNMENT AND ONE  
FOR COMMERCIAL SALES –  
DIFFERENT CUSTOMERS –  
DIFFERENT MARKETING CRITERIA  
AND FOCUS**



# CRAFTING A STRONG CAPABILITIES STATEMENT

# TARGETED CAPABILITIES STATEMENT

A concise, one-page document that clearly and effectively communicates your capabilities to potential government customers.

## A GREAT CAPABILITIES STATEMENT IS CRITICAL!

- Provides a concise summary for review and initial decision
- Identifies key points of interest and focus – example past experience, certifications
- Highlights your strengths and successes
- Reflects your “preparedness” and business maturity
- Provides an outline for you during initial discussions

## A BAD CAPABILITIES STATEMENT – CAN QUICKLY CLOSE DOORS

# TARGETED CAPABILITIES STATEMENT

## Should include:

1. Company Data
2. Core Competencies – Related to the Emergency!
3. Contact Information
4. Differentiators
5. Past Performance

*This is a Data Sheet, not a Marketing Brochure.*

# TARGETED CAPABILITIES STATEMENT




## Should NOT include:

1. Huge, “empty” graphics. Giant swaths of color only.  
(A few thumbnail photos of your products are OK.)
2. Photo of your building? (unless signage, logo, branding is there)
3. Marketing “fluff” and business jargon, buzz-words and phrases.
4. Irrelevant products /services to the customer’s needs at hand.
5. Criticism, even mention, of your competition
6. Outdated information, products you no longer carry.

# CAPABILITIES STATEMENT

## 1. COMPANY DATA

- Small business program designations – Federal, State, Local and Corporate
- NAICS, NIGP, PSC-FSC codes – limit to no more than 12 AND do not include descriptions if space is limited
- DUNS and CAGE code numbers
- Accept credit cards?
- Long term government agreements – such as GSA (include numbers)

Company Snapshot	
CAGE Code: 4L1K1 DUNS Number: 058065520	
Government Business POC: Henry Asik	
 E-Mail: <a href="mailto:henry@customfabricate.com">henry@customfabricate.com</a>	
 Phone: 414-421-2600	
Primary NAICS Codes	
322220	Paper Bag and Coated and Treated Paper Mfg.
326112	Plastic Packaging Film and Sheet (Including Laminated) Mfg.
326199	All Other Plastics Product Mfg.
326291	Rubber Product Manufacturing For Mechanical Use
326299	All other Rubber Product Mfg.
333999	All Other Miscellaneous Purpose Machinery Mfg.
339991	Gasket Packaging And Sealing Device Mfg.

# TARGETED CAPABILITIES STATEMENT

## 2. CORE COMPETENCIES

- Start with a short introductory statement
- Use bullet points to highlight the **CORE COMPETENCIES** that fit the **CUSTOMER**.

### **Example:**

*Wisconsin Construction Company is a leader in mobile, temporary medical outbuildings.*

- One-day installations and removal, and on-call technicians for immediate maintenance.
- Weather –resistant with portable, filtered HVAC.
- Variably sized units for intake, patient care, family waiting areas, staff breakroom areas, secured storage rooms and administration offices.
- Materials ranging from plastic and canvas tents and pagodas, to foam core walls, even customized storage containers.

# CAPABILITIES STATEMENT

## 3. CONTACT INFORMATION

- Direct contact information – name of individual and title
- Email address – on the individual – NOT .gmail or .yahoo – get a business email
- Address – street address – NOT PO BOX
- Telephone – office AND cell
- Website and social media links

Government Business POC: Henry Asik

 E-Mail: [henry@customfabricate.com](mailto:henry@customfabricate.com)

 Phone: 414-421-2600

[www.customfabricate.com](http://www.customfabricate.com)

**Custom Fabricating & Supplies**

5500 West Oakwood Park Drive

Franklin, WI 53132

(P) 414-421-2600 (F) 414-421-2700

# CAPABILITIES STATEMENT

## 4. DIFFERENTIATORS

- WHY SHOULD THEY PICK YOU!
- AND IT IS NOT because of your certifications
- What sets you apart from your competitors [this is where the “homework” comes in]

- Expertise and experience of your staff
- Past performance
- Technology – process that provides cost savings
- You have contacts and relationships that support your success in bringing partners and team members to projects
- Your product is the BEST because.....
- You are able, and have the reputation, to work with the customer to solve problems [not create them]



With significant federal experience our staff has in excess of 100 years of construction expertise. Combined, our professionals speak six different languages, have multiple degrees in engineering, and have OSHA 30, USACE CQM, ASHE, ICRA and LEED certifications.

We are proud to have Hensel Phelps as our Mentor in the DoD Mentor Protégé program.

# CAPABILITIES STATEMENT

## 5. PAST PERFORMANCE

- Target your past performance to the customer
- Include the most current work with the government
- If you have not had work with the government – focus on work you have done with prime contractors
- If you are **new** to the market – include work that is most similar to what the government is buying [this is where your “homework comes in”]
- DO NOT include any past customer contact detail – you can provide that later if requested
- Mention customers by name only with their permission
- Include recognition for recent, related past work

## CORPORATE EXPERTISE

Following is a list highlighting some of our accomplishments to date:

### PROJECTS

#### FEDERAL CLIENTS

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- Walter Reed Medical Center
- VA Healthcare, VA Cemetery
- DHS, St. Elizabeth's
- ICC-B
- Ft. Belvoir Community Hospital
- Pax River

- VA Audie Murphy
- POF Federal Building
- Canon House Office Building
- Camp Pendleton Naval Hospital
- WWII Memorial
- National Museum of the Marine Corps

#### PRIVATE CLIENTS

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- Baker Daniels
- Blank Rome LLP
- Epstein Becker Green
- Frederick Community College
- George Mason University
- Raytheon

- **EVERY CAPABILITIES STATEMENT WILL BE UNIQUE IN APPEARANCE AND CONTENT – it should reflect your company, brand and your work**
- **IT IS IMPORTANT THOUGH TO INCLUDE ALL THE ELEMENTS WE DISCUSSED**
- **IT SHOULD REFLECT YOUR COMPANY’S IDENTITY AND BRAND**
- **IT CAN BE SIMPLE – MUST BE INFORMATIVE**
- **And SHOULD LOOK GOOD**



**Custom Fabricating & Supplies**  
5500 West Oakwood Park Drive  
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**Capability Statement**

Founded in 2001, Custom Fabricating & Supplies (CFS) is a privately held, certified Women Owned Small Business located in Franklin, Wisconsin. Our 30+ years of expertise along with our Custom Rubber Molded Parts and Die Cuts, Extrusions, 3D Rapid Prototyping and same day shipping on stock items have made us an industry leader in Masking Protection and Plastic Finishing. Providing Great Customer Service is top priority and our goal has been the same since day one – to make sure YOU are completely satisfied!

[www.customfabricate.com](http://www.customfabricate.com)



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**Industries Served**

- Military and Defense
- Aerospace and Automotive
- Medical and Dental
- Electronics and Lighting
- Wholesale and Manufacturing



**Company Snapshot**

CAGE Code: 4L1K1  
DUNS Number: 058065520



Government Business POC: Henry Asik  
E-Mail: [henry@customfabricate.com](mailto:henry@customfabricate.com)  
Phone: 414-421-2600

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**Core Competencies**

**3D Rapid Prototyping**

**Masking Protection**

- Caps
- Plugs
- Tapes
- Hooks

**Custom Rubber Molded Parts, Die Cutting and Extrusions**

- Surface Protection
- Mounting & Holding
- Seals
- Gaskets
- Spacers
- Shielding
- Masking
- Insulators
- Bumpers
- Grommets
- O-Rings



**Primary NAICS Codes**

322220	Paper Bag and Coated and Treated Paper Mfg.
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**Quality Policy**

To exceed our customers expectations in quality, delivery and cost through continuous improvement and customer interaction





# CAPABILITIES STATEMENT

DUNS# 143133754  
CAGE# 4TZWS

**CERTIFICATIONS**  
SDVOSB (CVE Verified)  
WOB  
HUBZone (SBA)  
DBE: Virginia, Texas, Louisiana, Maryland

**NAICS CODES**  
PRIMARY  
236220 Commercial Construction  
238390 Rough Carpentry  
238390 Doors, Fixtures, Hardware  
238390 Furniture  
238310 Drywall  
238330 Flooring

**BONDING**  
\$20m per/\$40m aggregate

**OFFICE LOCATIONS**  
Dumfries, Virginia  
New Orleans, Louisiana  
San Antonio, Texas

**KEY PERSONNEL**  
Amber Peebles, President  
Melissa Schneider, VP  
Clay Frock, COO  
Sheila Henderson, CAO

**CONTACT INFO**  
Athena Construction Group, Inc.  
18031 Dumfries Shopping Plaza  
Dumfries, Virginia 22026  
  
703.221.7131 office  
703.221.7929 fax  
  
www.athenaconstructiongroup.com  
info@athenaconstructiongroup.com

**COMPANY SUMMARY**  
Athena Construction Group is the oldest, largest and most respected SDVOSB, WOB, HUBZone construction company in America. We specialize in General Contracting and self-performing the installation of Doors, Frames and Hardware and Drywall. Widely acknowledged for our integrity and ability to complete complex difficult projects, Athena is the company of choice for federal agencies, large General Contractors and private clients.  
  
With significant federal experience our staff has in excess of 100 years of construction expertise. Combined, our professionals speak six different languages, have multiple degrees in engineering, and have OSHA 30, USACE CQM, ASHE, ICRA and LEED certifications.  
  
We are proud to have Hensel Phelps as our Mentor in the DoD Mentor Protégé program.

**CORE COMPETENCIES**  
Rough Carpentry  
Interior Build-out  
Furniture Supply & Installation  
Painting  
Doors, Frames, Hardware & Installation  
Light Commercial Construction  
Highway Work

**CORPORATE EXPERTISE**  
Following is a list highlighting some of our accomplishments to date:

**PROJECTS**

FEDERAL CLIENTS	PRIVATE CLIENTS
<ul style="list-style-type: none"> <li>• Walter Reed Medical Center</li> <li>• VA Healthcare, VA Cemetery</li> <li>• DHS, St. Elizabeth's</li> <li>• ICC-B</li> <li>• Ft. Belvoir Community Hospital</li> <li>• Pax River</li> </ul>	<ul style="list-style-type: none"> <li>• VA Audie Murphy</li> <li>• POFF Federal Building</li> <li>• Canon House Office Building</li> <li>• Camp Pendleton Naval Hospital</li> <li>• WWII Memorial</li> <li>• National Museum of the Marine Corps</li> </ul>
	<ul style="list-style-type: none"> <li>• Baker Daniels</li> <li>• Blank Rome LLP</li> <li>• Epstein Becker Green</li> <li>• Frederick Community College</li> <li>• George Mason University</li> <li>• Raytheon</li> </ul>

## A FEW MORE THINGS

- **HAVE SOMEONE REVIEW BEFORE USING** – check for spelling, grammar, general appearance and overall accuracy
- Include your logo – really need one
- Include some select graphics of product or past work that supports your message
- Keep it business-like
- **DO NOT INCLUDE ANY** competitor information
- Prepare in WORD or other program that will allow you to easily modify and update – **THIS SHOULD BE A LIVING DOCUMENT**

**CLARITY – MESSAGE – APPEARANCE – FOCUS** and is consistent with your website, business card and verbal message

# BRANDING:

- Be consistent across all platforms: Logo, color, font, style, in telephone messaging, advertising, the sign on your building.
- Capabilities Statement, Logo, Business Cards, Website, stationery, even the embroidery on your polo shirts should MATCH.
- Reduce logo size to allow more critical DATA. A logo that takes a third of a page is pretentious and empty.
- A good brand speaks for itself, without mentioning itself much.
- Brand loyalty takes YEARS, even decades, and must be earned.
- Do not change brands often if you can absolutely avoid it.



# QUESTIONS?

# FOR ADDITIONAL INFORMATION

Mark Dennis, CFCM  
Government Contract Specialist  
Wisconsin Procurement Institute  
[markd@wispro.org](mailto:markd@wispro.org)  
608-427-2086 or 608-633-3605

Wisconsin Procurement Institute (WPI)  
[www.wispro.org](http://www.wispro.org)  
414-2700-3600  
10437 Innovation Drive, Suite 320  
Milwaukee, WI 53226