

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 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: henry@customfabricate.com 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

 Phone: 414-421-2600

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

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

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

PRIVATE CLIENTS

- 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
Franklin, WI 53132
(P) 414-421-2600 (F) 414-421-2700




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



Industries Served

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



CAGE Code: 4L1K1
DUNS Number: 058065520



Government Business POC: Henry Asik
E-Mail: henry@customfabricate.com
Phone: 414-421-2600

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

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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 Flook, COO
Sheila Henderson, CAO

CONTACT INFO
Athena Construction Group, Inc.
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Dumfries, Virginia 22026

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

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

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