



WISCONSIN ECONOMIC
DEVELOPMENT CORPORATION

Governor's Conference on Diverse Business Development December 7-11, 2020

CRAFTING A STRONG CAPABILITIES STATEMENT

CAPABILITIES STATEMENT

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

A GOOD (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

CAPABILITIES STATEMENT

It should include:

1. Company Data
2. Core Competencies
3. Contact Information
4. Differentiators
5. Past Performance

- **EVERY CAPABILITIES STATEMENT WILL BE UNIQUE IN APPEARANCE AND CONTENT – it should reflect your company 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



Certified
SBA WOSB
Women Owned Small Business

Capability Statement

www.customfabricate.com

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!



Company Snapshot

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

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.





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 Peablas, President
Melissa Schneider, VP
Clay Froom, COO
Sheila Henderson, CAO

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

703.221.7131 office
703.221.7929 fax

www.athenacnstructiongroup.com
info@athenacnstructiongroup.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
- **DO NOT INCLUDE ANY** competitive 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

FOR ADDITIONAL INFORMATION

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