

Capability Statement Guide

Make your Company Stand Out

1. Before preparing a capability statement, research the target agency's mission and historical requirements. A high quality CS will show you are familiar with the agency and have developed tailored offerings and solutions.
2. Format: Use a layout of your choosing to best represent your company. There is no mandatory form.
3. Document Size:
 - a. One page preferably, but no more than two
 - b. **File size max 1MB.** Use the optimize feature to shrink larger files (large files may be blocked by the agency firewall)
4. Tailor your briefing to the target agency -- **what are you offering to VA specifically?**
 - a. Choose wisely the most important information that best represents your offerings; **readers will visit your website to get more details**
 - b. Use short sentences key words
5. Minimum contents (as applicable):
 - a. "Capability Statement" Title
 - b. Company Name & Logo
 - c. POC, address, telephone, fax, email, website
 - d. Core Competencies
 - e. DUNS / NAICS / PSC
 - f. Socio Economic Certification – Small Business, 8(a), HUB Zone, SDVOSB, WOSB etc.
 - g. Year started
 - h. Bonding Capacity
 - i. Quality Certifications – e.g. ISO, AS9100B,
 - j. Contract Vehicles - GSA, BPAs, IDIQ etc – if they are **available for use by VA**
 - k. Business Certifications **relevant to VA acquisitions**
 - l. Teaming Agreements – Mentor Protégé, JV, etc.
 - m. Accept Purchase Cards
 - n. Identify two completed acquisitions you recently performed, **relevant to VA requirements**
6. Finalize your Capability Statement:
 - a. Save your Capability Statement document with a descriptive title, for example:
XYZ Corporation Capability Statement – Pest control services
 - b. Many vendors submit capability statements titled "Capability Statement" so make yours unique
7. Email your Capability Statement and make it stand out. Use the subject line to provide the company name and a few short descriptive, for example:
XYZ Corporation Capability Statement – Pest Control services.
8. In-depth counseling and training for Capability Statements, and other small business needs, is available from your local PTAC: <http://www.aptac-us.org/new/>