



Developing Winning Capability Statements



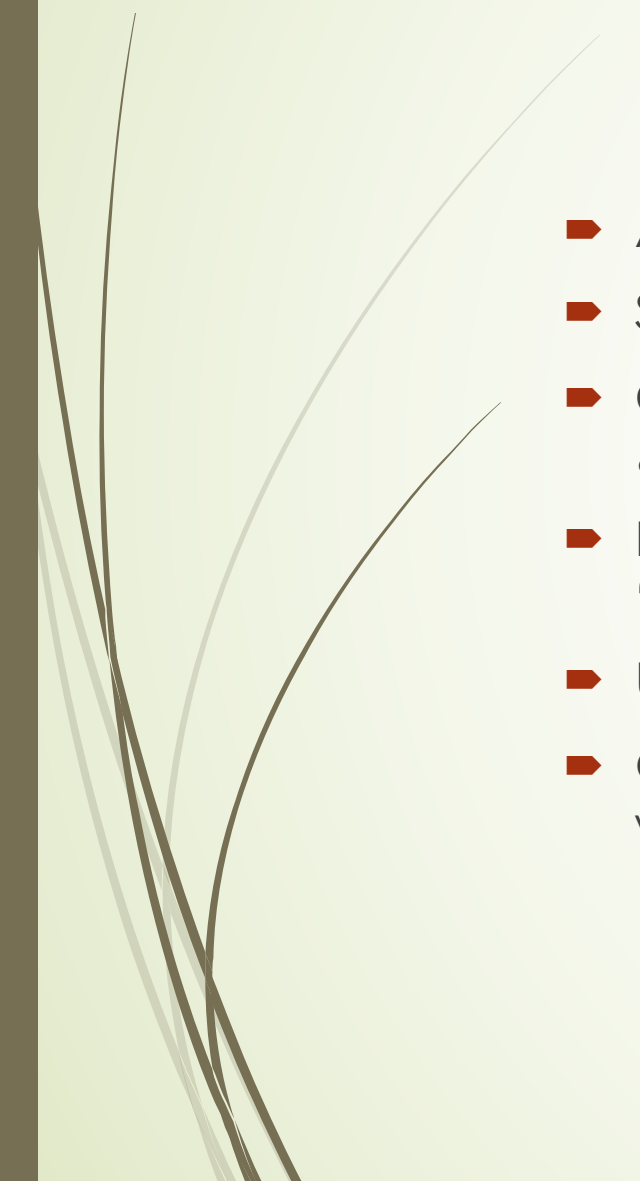
Marketing Your Products and/or services

Presented by:

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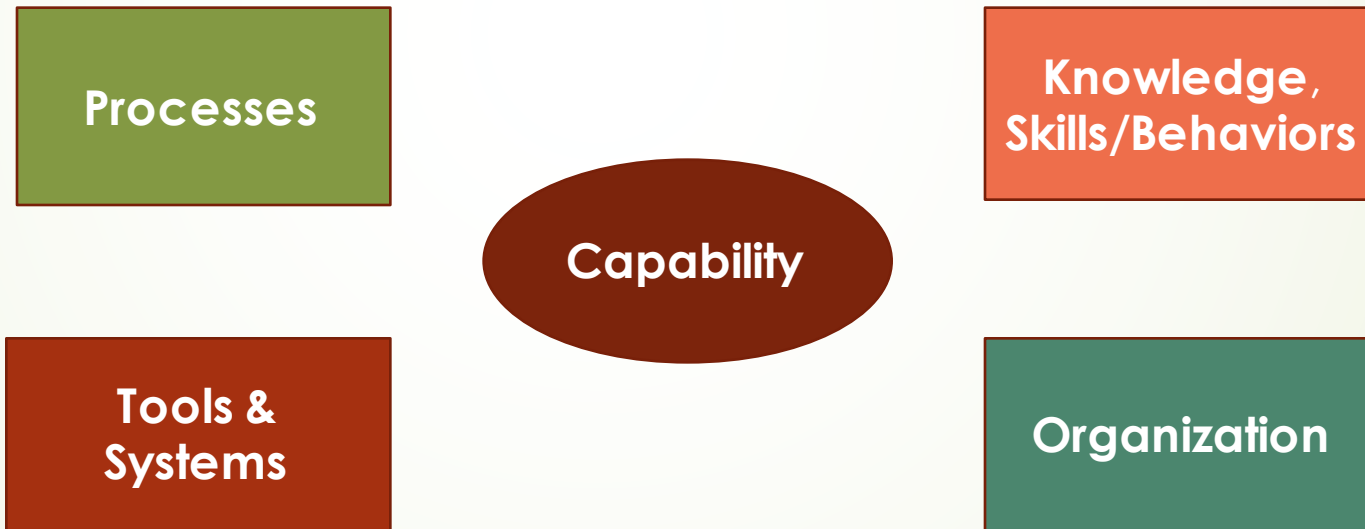


What is a Capability Statement?

- ▶ A “snapshot” of your business at any particular point in time;
 - ▶ Serves as a resumé for your business;
 - ▶ Concise marketing tool – provides an overview of your firm’s qualifications & experience;
 - ▶ Demonstrates your distinctive (core) competencies and your maturity as a “fit” business;
 - ▶ Used to compare you with other vendors and your competitors; and
 - ▶ Government agencies, prime contractors and potential customers require with bid responses.
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Capability Statement As An Organizational Snapshot

- ▶ Capability Statements can advise potential clients about:
 - ▶ A firm's processes, knowledge & skill levels of its personnel, ability to perform complex tasks and past performances.





➤ SWOT Analysis

Perform a SWOT Analysis to help you evaluate where your business is.

➤ Strengths

- Positive Brand Recognition
- Intellectual Property
- Cost Advantages
- Skilled Workforce
- Financial Resources

➤ Opportunities

- New Technology
- Relaxing government regulations
- Elimination of trade barriers

➤ Weaknesses

- Negative Brand Recognition
- Expiring Intellectual Property
- Rising Costs
- Unskilled Workforce
- Lack of Financial Resources


➤ Threats

- Emergence of New Competitors
- Pending Government Regulations
- New Technology



SWOT Analysis and the Capability Statement

- ▶ Use SWOT Analysis Results to support “Core Competencies”.
- ▶ A Core Competence is a Bundle of skills and technologies that enable your business:
 - ▶ To provide specific benefits to your customers;
 - ▶ To create barriers of entry for competitors; and
 - ▶ To use as leverage to enter new markets
- ▶ To build core competencies –
 - ▶ Analyze your operations and determine what part of your business can deliver exceptional results within short time-frames; and
 - ▶ Develop partnerships then integrate those capabilities to create an advantage



Target Specific Agencies and Solicitation Opportunities

- ▶ Target your capability statement to fit the “statement of work” (SOW) in each solicitation.
 - ▶ Be familiar with the agency’s needs;
 - ▶ Mission responsibilities;
 - ▶ How your services can benefit the agency; and
 - ▶ Opportunities that you pursue should be identifiable in your strategic plan.



Identifying Differentiators

- ▶ What distinguishes your products or services from your competitors?
 - ▶ “Value Proposition” – the solution to your customer’s problem.
 - ▶ Is your value proposition – relevant (message) and compelling (moves someone to take action)
- ▶ Describe your target agencies and buyers;
- ▶ Identify their needs and problems you solved;
- ▶ Explain why you are distinctly better than your competition; and
- ▶ Show certifications, qualifications and other credentials.



Company's Past Performances

- ▶ Past Performances should address the solicitation needs of the agency/project;
- ▶ Describe similar work you have performed for past customers;
- ▶ Highlight past contracts awarded – size of the contract, length of the contract and the services your company performed; and
- ▶ Include references.



Company Data

- ▶ Company Logo
- ▶ Website address
- ▶ Size of your firm and annual revenues
- ▶ Facilities, tools, technologies
- ▶ Number of employees
- ▶ Geographic locations (address) and area you serve
- ▶ Insurance or Bonding Information
- ▶ Duns & Bradstreet Number
- ▶ Relevant Codes **PRIMARY** products and services : CAGE, NAICS, NIGP, UNSPCS, PSC/FSC (these codes are how government agencies determine what your business does and if they have a need for your products or services.)



Duns & Bradstreet Number

- ▶ Duns & Bradstreet Number:
 - ▶ Free within 30 days;
 - ▶ Unique nine digit number; used to establish a Dun & Bradstreet credit file used by lenders and potential partners to help predict the reliability and/or financial stability of a company;
 - ▶ Needed in order to bid on government proposals; and
 - ▶ Needed for all physical locations of your business.

▶ 1-866-705-5711



Glossary of CODES



Cage Code

- ▶ Cage Code is a unique identifier assigned to suppliers for government or defense agencies.
- ▶ Steps to obtaining a Cage Code:
 - ▶ Obtain a DUNS number;
 - ▶ Create an individual user account through System for Award Management (SAM) database –
 - ▶ log in to register company – you need an active SAM registration to apply for grants at Grants.gov;
 - ▶ SAM replaced the Central Contractor Registration database (CCR); and
 - ▶ Sam.gov is where you register your business to be awarded government contracts.
- ▶ Request a CAGE Code through the Defense Logistics Agency (DLA)
<http://www.dla.mil/>



North American Industry Classification System (NAICS)

- ▶ 6-digit code;
- ▶ Currently the standard used by federal statistical agencies in classifying individual business locations; and
- ▶ Organizes establishments into industries according to the similarity in the processes used to produce goods or services.



National Institute of Governmental Purchasing's' (NIGP)

- ▶ Commodity Services Code – for products and services used to detail where money is spent within a company;
- ▶ Used primarily to classify products and services procured by state and local governments in North America;
- ▶ Coding structure for standardizing purchasing that brings order and consistency; and
- ▶ Streamlines supplier self-registration and notifications to suppliers and spend reporting.



United Nations Standard Products & Services Code (UNSPSC)

- ▶ Hierarchical naming conventions;
- ▶ Efficient, accurate and flexible classification system for achieving company-wide visibility or spend analysis;
- ▶ Enables procurement to deliver on cost-effectiveness demands and allows full exploitation of electronic commerce capabilities; and
- ▶ Classifying products and services with a common coding scheme. Facilitates commerce between buyers and sellers and is becoming mandatory in the new era of electronic commerce.



Product Service Codes/Federal Supply Codes (PSC/FSC)

- ▶ PSC: Can help in narrowing down what exactly your business does;
- ▶ FSC: 4-digit codes help to classify and identify the products you sell; and
- ▶ Used by the United States government to describe the products, services, and research and development purchased by the government.



Resources





Capability Statement Links

- ▶ **Creating an Effective Capability Statement**

- ▶ http://www.sapdc.org/documents/Contracting_Tools-Tool_2_Creating_an_Effective_Capability_Statement-Tool.pdf

- ▶ **American Small Business Centers**

- ▶ <http://www.americansmallbusinesscenters.com/how-to-write-a-capability-statement-that-works/>

- ▶ **TargetGov Digital Resource Center**

- ▶ <https://www.targetgov.com/product-category/capability-statements/>

- ▶ **Sample Templates**

- ▶ <https://www.sampletemplates.com/business-templates/capability-statement-template.html>



Thank you!

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The logo for the state of Ohio, featuring the word "Ohio" in a bold, sans-serif font. The letter "O" is a red circle, and the letters "hio" are in a dark red color.

**Minority Business
Assistance Centers**

Cincinnati