

# Capability Statement Essentials

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A capability statement is a concise, buyer-facing snapshot of what your business does, who you serve, and why you are qualified. This guide outlines the essential components procurement teams expect when evaluating vendors for government or corporate opportunities.

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## 1. Company Overview

- Legal business name
  - Core mission/value proposition
  - Years in operation
  - Geographic service area
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## 2. Core Capabilities

- Clear service/product categories
  - Plain-language descriptions
  - Differentiators highlighted
  - Alignment with buyer needs
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## 3. Past Performance

- Relevant projects listed
  - Client names or descriptions
  - Scope, value, and outcomes summarized
  - Government & commercial work distinguished
  - Subcontracting roles clearly identified (if applicable)
  - Performance relevance to target buyers emphasized
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#### **4. Certifications & Credentials**

- Business certifications listed
  - Licensing information (if applicable)
  - Bonding capacity (if applicable)
  - Insurance coverage summary
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#### **5. Codes & Classifications**

- NAICS codes
- PSC/UNSPSC (if applicable)
- UEI/Vendor IDs

*Note: Codes selected should align with active registrations and target solicitations*

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#### **6. Contact Information**

- Primary contact name
  - Email & phone
  - Website
  - SAM.gov/portal links (if applicable)
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#### **Formatting Best Practices**

- 1–2 pages max
- Clean, scannable layout
- Professional branding
- PDF format preferred