

Capability Statement Template

What Is a Capability Statement?

A Capability Statement is a concise, standardized snapshot of your business designed for buyers, contracting officers, primes, and procurement teams. It communicates what you do, who you serve, how you're different, and whether you're qualified. It briefly describes your business quickly, concisely, and clearly.

Capability statements are used across government, corporate, and commercial contracting as an initial screening and positioning tool.

When to Use This

- Federal, state, and local government contracting
 - Prime contractor and subcontractor introductions
 - Corporate vendor onboarding and supplier diversity programs
 - Industry days, matchmaking events, and outreach
 - As a foundational document for proposals and bids
-

How to Use This Template (Instructions)

- **Customize for the buyer**
Tailor capabilities, language, and emphasis to the agency, industry, or corporation you're targeting.
 - **Keep it concise**
Most effective capability statements are 1–2 pages.
 - **Lead with relevance**
Highlight services and experience most aligned with the opportunity or buyer.
 - **Ensure consistency**
Information should align with SAM.gov, certifications, proposals, and other submissions.
 - **Update regularly**
Refresh past performance, certifications, and contact information as your business evolves.
-

Common Mistakes This Template Helps Prevent

- Overly generic descriptions that don't speak to buyer needs
- Listing services you cannot yet perform at scale
- Inconsistent information across registrations and proposals
- Treating the document as a static marketing flyer
- Overcrowding the document with unnecessary detail

How Quin-Z Approaches Capability Statements

At Quin-Z, capability statements are treated as strategic positioning tools, not marketing brochures. We align them with readiness tiers, buyer expectations, and actual performance history, ensuring they support bid decisions, outreach, and long-term growth as opposed to mere visibility. Your Capability Statement is the most important introduction to corporate and agency decision makers. Make certain it speaks to your 2026 goals. We have streamlined the process to make it affordable! Our final products are neither AI generated nor mass produced. We tailor not only to your needs and expectations but those of anticipated purchaser.

What we do:

A Capability Statement Buildout (Standard Capability Statements)

We can create a custom **one-page Capability Statement** that highlights your:

- Core Mission & Unique Capabilities - at each level
- Key Differentiators - at each level
- NAICS (federal), NIGP (SLED), and UNSPSC Codes (SLED)
- Certifications & Past Performance - at each level
- Contact Information (with optional QR code link to your site)

OPTIONAL ADD-ONS (Advanced Capability Statements)

These are **Tiers III–V enhancements** that we offer as a service:

- Contract-specific capability statement
- Agency- or buyer-tailored version
- Graphics and icons
- Compliance alignment language
- Prime contractor–ready formatting
- Corporate supplier diversity formatting

Note: *The template provided below is designed to be customized per opportunity. Businesses should tailor capability statements to specific buyers, industries, and solicitations.*

COMPANY NAME

Tagline or Value Proposition (1 sentence)

Example: "Providing compliant, scalable environmental services for public and private sector clients."

CORE COMPETENCIES

(What you do best — services, not marketing language)

- Primary Service Area #1
- Primary Service Area #2
- Primary Service Area #3
- Specialized Capability/Niche
- Supporting or Ancillary Services

Tip: Focus on what buyers procure, not internal job titles.

DIFFERENTIATORS

(Why you vs competitors)

- Unique expertise, certifications, or approach
- Specialized equipment, technology, or systems
- Geographic coverage or response time
- Past performance relevance
- Compliance strength or risk mitigation capability

Tip: Avoid generic claims ("high quality," "great service"). Be specific and defensible.

PAST PERFORMANCE

(Government, corporate, or commercial. Can include subcontract work)

Client/Agency/Company: _____

Project Name or Scope: _____

Contract Type (Prime/Sub): _____

Period of Performance: _____

Brief Description (2–3 lines): _____

(Repeat 2–4 times)

Note: If no past performance, Include “Relevant Experience” or “Key Personnel Experience.”

CORPORATE DATA

Legal Business Name: _____
DBA (if applicable): _____
Business Address: _____
Phone Number: _____
Website: _____
Primary Point of Contact: _____
Email Address: _____

(Note: This section matters more than most businesses realize)

CERTIFICATIONS & REGISTRATIONS

- SBA/Federal Certifications (8(a), HUBZone, SDVOSB, etc.)
- State/Local Certifications (MBE, DBE, WBE, etc.)
- Corporate/Utility Certifications
- Bonding Capacity (if applicable)
- Insurance Coverage (general description)

(Note: List only what you actually have)

CODES & CLASSIFICATIONS

NAICS Code(s): _____
PSC/UNSPSC Code(s) (if applicable): _____
State Classification Code(s) (if applicable): _____

(Critical for matching opportunities)

GEOGRAPHIC COVERAGE

- Local
- Regional
- Statewide
- Multi-State
- National

(Be realistic and accurate)

CONTACT INFORMATION

Primary Contact [Name & Title]

Phone: _____ | Email: _____

Website: _____