

# CAPABILITY STATEMENT

CAN DO Corporation



# Types of Capability Statements

## Generic Networking

Contains information about your company that is not prepared specifically for a potential customer. Used as a door opener to start a relationship with small business representative and or decision makers.

## Targeted

Contains information about your company and is prepared for a specific potential customer after you have researched the customer to gain an understanding of what is important to them and what you can provide to fulfill a specific need they have.

## Customer Requested

Requested by the government in response to a Source Sought notice posted on Contract Opportunities in SAM.gov. There is not a template for this type of CS. It is prepared based on the customer's instructions.



# Where to Use a Capability Statement

## Person to Person

- Conferences
- Vendor Outreach
- Agency Events, Matchmaking

## Requested

- Small Business Representatives
- From Decision Makers

## Virtual

- Email, website, blog
- Linked In

# Purpose of a Capability Statement

- **Informs the reader of your value.**
- **Proves your value – past performance.**
- **Differentiates you from your competitors.**

*If you can concisely convey this to your reader with supported facts, you can improve your chances of winning government business.*

## Key Capability Statement Tips

- Be professional email, website, typos
- Know your niche – don't try to be all things
- Lead with your expertise
- Prove it!

# Capability Statement Sections

## Five Sections

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



## CAPABILITY STATEMENT



COMPANY NAME:  
O'Wallace Landscaping, Inc.  
ADDRESS:  
9449 S. Kedzie Ave., Evergreen Park, IL 60805  
EMAIL:  
Nigeria@owallacelandscaping.com  
PHONE:  
773-236-8500  
WEBSITE:  
owallacelandscaping.com

## TITLE

- Call it what it is
- Your logo and slogan (If applicable)
- Your contact information
- Mini business card across the top of the document.

## Example

### CAPABILITY STATEMENT



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# Core Competencies

- ❖ This is the attention getter – do you sell what they buy!
- ❖ First thing they read – if they determine you can meet their mission need then they will read on, if not they will likely stop at this section.
- ❖ Grab their attention: focus on target, it should convey what you sell without ambiguity to the customer.
- ❖ A concise summary of your company, introductory paragraph (2-4 sentences) followed by bullets or other standout text telling them what you sell.
- ❖ *Certifications are not your value message!*

## Example

ABC company is Chicago's premiere R2:2013-certified ITAD (Itasset disposition) and e-waste recycling service provider. With over 20 years of industry experience. We offer creative ITAD solutions with emphasis on:

- **Asset Accountability**
- **Data Security**
- **Environment Compliance**
- **Logistic Management**

# Past Performance

- ❖ Past performance information is one indicator of an offer's ability to perform the contract successfully, it is one method of conducting due diligence.
- ❖ The currency and relevance of the information source, source of the information, context of the data and general trends in performance will be considered.
- ❖ Information regarding key personnel who has relevant experience, or subcontractors that will perform major or critical aspects of the requirement when such information is relevant.

## Past Performance

List past customers for whom you have done work within the past one-three years. Prioritize by:

- **Relevance**
- **Government entities**
- **Commercial Contracts**
- **Include subcontracts**

**Provide project title and description of the work, contact info and performance benefits.**



# What are Differentiators?

Unique features and /or benefits of product or aspects of a brand, that is apart from competing products or brands – it separates you from the rest of the competition.

## Questions to ask yourself

- Why did your biggest customer want you?
- What is it about your goods/service that makes you stand out from the rest?
- What is it about your people that give you advantage over your competitors?

## Differentiators

may include:

- ✓ **Location**
- ✓ **Training**
- ✓ **Certifications**
- ✓ **Exclusives**
- ✓ **Relationships**
- ✓ **Experience**

***It is important these are clearly communicated.***

## CAPABILITY STATEMENT



**O'WALLACE**  
LANDSCAPING SERVICE

**COMPANY NAME:**  
O'Wallace Landscaping, Inc.

**ADDRESS:**  
9449 S. Kedzie Ave., Evergreen Park, IL 60805

**EMAIL:**  
Nigeria@owallacelandscaping.com

**PHONE:**  
773-236-8500

**WEBSITE:**  
owallacelandscaping.com

### About the Company

A second generation, family-owned business, O'Wallace Landscaping Inc. was established in 2001 to provide a range of high-quality land management services, including landscaping, vegetation management, snow removal, window washing and power washing. OWL Subsid. Inc. was established in 2015 to bring exposure and more job opportunities to the tree industry. Jointly and separately, O'Wallace Landscaping Inc. and OWL Subsid. Inc. provide a wide range of integrated services that are uniquely and competitively designed to fit clients' needs and budget. The companies have steadily grown in services offered, staffing and client base and now record annual revenue of \$1.1 million, mostly from prime contracting opportunities with municipalities of virtually all sizes.

#### Past Performance

- Expertly removed tree stumps and debris for the City of Chicago
- Experienced in ground maintenance and landscaping for Chicago Public Schools
- Weed-cutting services for the City of Chicago
- Professionally pressure washed windows and provided landscaping services for Walgreens Company

#### Featured Clients

- Asplundh Tree Expert/ComEd
- Chicago Skyway
- Christy Weber Landscapes
- Doolittle Elementary School
- Jackson Park Hospital
- Kennedy-King College
- McCormick Place
- Navy Pier

#### NAICS Codes

- 561730 Landscaping
- 113310 Tree Chipping
- 488490 Other Activities

#### DUNS Number

- 092096630

#### Certifications

- MBE/DBE/VBE Certified with the City of Chicago

#### Licenses

- City of Chicago Business License

#### Affiliations

- Illinois Landscape Association

#### Union

- Local 9IBEW

#### Safety Record

- Experience Mode (Rating .91)

#### Core Competencies

- Ground Maintenance/Landscaping
- Maintenance and Installation
- Consulting and Design
- Tree Stump Removal
- Tree Trimming
- Tree Removal
- Snow Removal
- Ice Management
- Wood Chipping
- Tree Flaggging
- Snow Plowing
- Vegetation Management
- Waste Management
- Pressure Washing

#### Differentiators

With a laser-like focus on delivering responsive customer service, O'Wallace is a well-managed, full-service business that provides a range of exceptional services to clients and a safe working environment for its dedicated employees. Our unique model offers residential and commercial customers alike a "Single-Source Solution" for all services required to sustain, enhance and preserve their properties of all sizes.

## Company Data

- ✓ Federal: Unique Entity Identifier (UEI)
- ✓ CAGE Code
- ✓ NAICS and NIPG
- ✓ M/W/DBE certifications
- ✓ 8(a), HubZone,
- ✓ WOSB, SD/VOSB
- ✓ Repeat contact info  
name, email, website

- **First impressions are critical, should be accurate representation of you and your company.**
- **Capability Statement is easily understood – they know who you are and what you do.**
- **Stating your value and differentiations can set you apart from your competitors for:**

Government business

Commercial business

Whether Prime or subcontractor

**Questions?**

**Summary**

# THANK YOU



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