

The Importance of a Capability Statement



Division of Minority
and Women's
Business Development

About the Division of Minority and Women's Business Development ("DMWBD")

New York State Executive Law Article 15-A §§ 310-317 ("Article 15-A") governs requirements for the participation of minority and women-owned business enterprises ("MWBEs") in New York State contracting. The objective of Article 15-A is to promote equality of economic opportunities for MWBEs by eliminating barriers to their participation in New York State contracting.

DMWBD's mission is to promote equality of economic opportunities for MWBEs and to eliminate barriers to their participation in State contracting. DMWBD supports New York State's leaders with information and resources that increase access to opportunities for minority and women-owned businesses throughout the State.

About Capability Statements

A Capability Statement is a brief marketing document that highlights a firm's primary services and/or products to its target agency. The Statement should be direct and concise, giving a snapshot of a company's area of expertise. This information paper provides a description of key components of a Capability Statement.

Key Elements of a Capability Statement

A Capability Statement addresses five (5) critical components:

Core Competencies, Past Performance, Differentiators, Company Data, and Contact Information. Information on four sections is included below:

- 1. Core Competencies:** Provide a short statement connecting your company's business expertise to the agency's specific needs.
 - a. Helpful Tips: (a) Keep this statement brief using short sentences not long paragraphs; (b) List your offered services/products using bullet points.
- 2. Past Performance:** List your top two (2) to five (5) previous projects/customers with a similar scope of work to your target agency's purchased services/products. Include brief descriptions of the work performed for these past projects.
 - a. Helpful Tips: (a) Consider including project value, as this will indicate the capacity of your firm; (b) Be ready to provide client's point of contact (name, title, email and/or number) for the projects described upon request.
- 3. Differentiators:** What sets your company apart from competing vendors? Clearly articulate your company's value added and how it distinguishes you from current competition.
 - a. Helpful Tips: Does the agency you intend to do business with buy your services/products? Are you delivering your services/products in a way that brings complete customer satisfaction? Do you have a competitive advantage in pricing or product quality? Is your product proprietary?
- 4. Company Data:** Describe information unique to your company such as: business capacity, number of employees, years of business operations, and types of certifications for government programs. Specify the industry codes associated with your services.
 - a. Helpful Tips: Visit the industry classification websites to determine the appropriate code(s) (NAICS, NIGP, and CSI) for your firm.

Helpful Tips & Recommendations

1. Keep your Capability Statement to one (1) page;
2. Make sure your company contact information is accurate and company website is regularly updated;
3. Consider the visual appeal of your Capability Statement. Remember, this is a marketing tool intended to entice your target agency through context AND branding;
4. For consistency in formatting, distribute your Capability Statement in PDF when communicating electronically;
5. Develop a target agency shortlist. Contact the DMWBD Business Development Hotline for assistance;
6. Identify a local technical assistance center for direct assistance in developing a Capability Statement. Contact DMWBD Business Development Hotline for a referral.

Insert Your
Company Logo

Sample Template

CAPABILITY STATEMENT

Core Competencies

Use this section to provide a short statement connecting your company's business expertise to your target agency's specific needs, followed by listing your offered services/products in bullet points.

Ex: DMWBD, Inc. is headquartered in New York City and has been in operation since 1999. We offer and deliver expert services in software development, IT project management, and hardware solutions to corporate, government, and higher institutions. Our services include:

- o IT Consulting
- o Cloud Implementation
- o Application Integration and Customization
- o Network Architecture
- o Web-based Training

Past Performance

List your past customers (2 to 5) which your company has successfully delivered a similar scope of work. Include brief descriptions of the work performed.

Ex: ABC, Inc. has a proven track record of delivering service to clients that exceed expectation in private and public sector

NYS Empire State Development

Project/Description: DMWBD Website Development

Project Value: \$ 250K

Project Completion: 2016

NYS Office of Information Technology Services

Project/Description: Web-training module software

Project Value: \$200K

Project Completion: 2015

Differentiator

Provide a summary of what makes your company different from other vendors in similar industry, and how your target agency can benefit from working with your firm.

Company Data

- List your current certifications: (MWBE, SDVOB, SBA 8(a), DBE, etc.)
- List your industry codes: (NAICS, NIGP, CSI, CAGE)
- List your DUNS #
- List your accepted payment forms: (Credit, Cash, Checks, etc.)
- Provide online presence: (Website, Social Media, etc.)

Firm Point of Contact Name, Title, Email, Company Number, Fax, Website

HAVE QUESTIONS? Business Development Hotline: (212) 803-2433 | Email: MWBEbusinessdev@esd.ny.gov

A Division of Empire State Development