

Capability Statement Assignment

Directions:

What I would like you to do is to write a Capability Statement. If you own or work for a small business and want to use it, that would be great. If not, please use your imaginations and create your own statement. Your statement should consist of:

Core Competencies

Differentiators

Past Performance

Company data

Contact information

There is no specific length for each section. Try to keep your statement to a length of one page if possible. It will not affect your graded if you can't. Each section is worth 10 points each for a total of 50 points. Please submit your final document in either Word Format or PDF. I'm including a grading rubric so please look at it.

Core Competencies

Use bullet points and short statements of your expertise as it relates to your target agency's specific needs. **(10 points)**

Differentiators

List unique factors and benefits of your products or services that set you apart from the competition. How is your business best suited for the needs of the targeted agency? A clear statement that relates to the specific needs of the agency can help the customer understand why they should choose your firm. **(10 points)**

Past Performance

List past customers for whom you have done similar work, show benefit to the customer and provide contact reference. Pictures are worth a thousand words and save space if relevant. If past projects do not relate to the targeted agency's needs, do not list them. **(10 points)**

Company data

Include one or two short sentences of your company description, including number of employees and capacity. **(10 points)**

Contact information

Show contact information, including website (doesn't have to be a real website) and specific person's name. **(10 points)**