



MBE Capability Statement Guidelines

Make A Powerful First Impression

Assemble the information requested below to create your business' Capability Statement. This document showcases your competencies, achievements, and unique selling points. It helps you attract new opportunities and secure contracts. Your Business Capability Statement should align with your company branding. The goal is a one-page document (front and back). **You can create different versions tailored to specific audiences.**

Company Name, Logo, and Tagline

Company Name:

Position your company name at the top of the document in a bold and prominent font to grab attention immediately. Make sure it stands out clearly, so potential clients can quickly identify your business.

Logo:

Include your company logo near the top, ideally next to or below your company name. The logo should be clear, high-resolution, and align with your company's branding. It helps reinforce brand recognition and professionalism.

Tagline (Optional):

If your company has a tagline or slogan, place it underneath the logo or company name. The tagline should be short, memorable, and convey the essence of your business. For example, if your company provides tech services, a tagline like "Innovating Solutions, Driving Success" could work well.

About Us

This section should briefly introduce your company in a way that grabs attention and highlights your key strengths. Keep it concise but impactful, with 3-4 sentences. Focus on the following:





www.northcentralmsdc.org www.wimbda.com

- Who You Are: Start with a strong statement that defines your company's identity.
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- A Brief History: Mention a key milestone or highlight the experience your company brings to the table.
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- Your Mission: Describe the core purpose of your business in one sentence—what drives your company to do what it does.
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- Your Vision: Close with a forward-looking statement that encapsulates your longterm goals or the impact you aim to make in your industry.

Our Services

Outline your primary services or products. Keep it concise and easy to read:

- What you offer that makes your company stand out.
- Unique selling points that are difficult for competitors to replicate.
- Use bullet points to keep this section clear and focused.

Clients

List the corporations or organizations you've worked with, or are currently engaged with. This helps build credibility. If possible, include well-known brands or companies in your industry.

Certifications & Awards

Showcase your company's certifications, licenses, and awards. This may include:

- MBE certification
- Industry-specific licenses
- Any trade certifications or professional designations
- Awards you've received for outstanding work

Company Information

Make it easy for potential clients to identify your business:

- Year Established and State of Organization
- EIN (Employer Identification Number)
- UEI (Unique Entity Identifier) if applicable for federal contracts
- CAGE Code (for U.S. federal government contracts, if applicable)
- NAICS Codes relevant to your business activities

Proven Performance

Highlight your successful projects to demonstrate your reliability. Provide:

- Case studies or examples of past projects
- Metrics showing your success
- If possible, include photos of completed work to make it more impactful

Contact Information

Place this in the footer of your document for easy reference:

- Company Address
- Phone Number
- Email Address
- Website URL

Design Tips

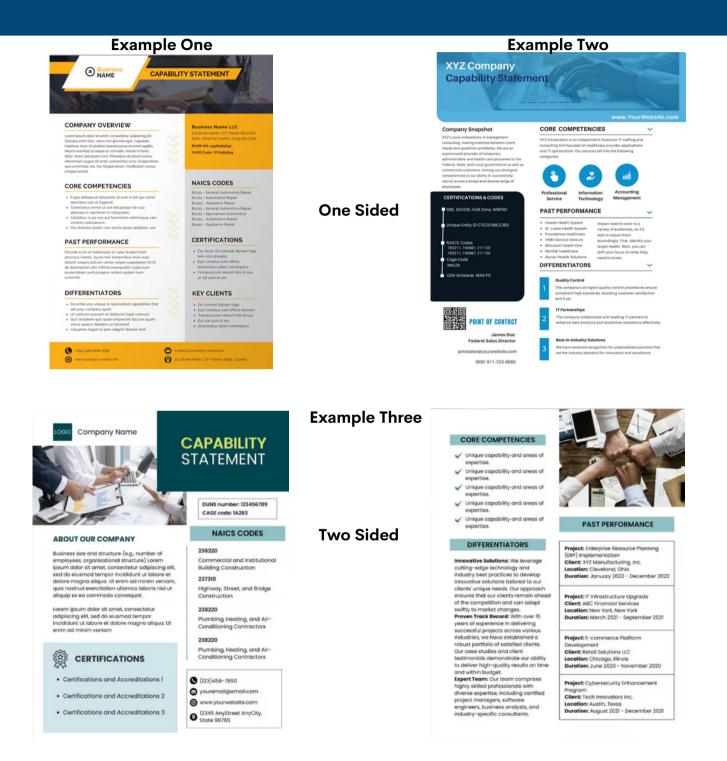
- Keep your layout clean and professional, following your company's branding guidelines (colors, fonts, etc.).
- Use headings and subheadings to structure the content clearly.
- Ensure the document is one page, front and back.

Remember: You can create different versions of your Capability Statement tailored to specific audiences, such as government clients or corporate clients.

Need Help?

If you have questions or need assistance with your MBE Capability Statement, feel free to reach out!

Examples



The capability statement examples provided are sample templates sourced from platforms like Etsy. These are intended solely as examples of how to structure a professional capability statement. If you're looking to create your own, you can purchase customizable templates online or choose to have your statement professionally designed by a designer or service specializing in branding and document creation.