

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:



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

Example One

Business NAME

CAPABILITY STATEMENT

COMPANY OVERVIEW

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque enim feis, varius non gravida eget, vulputate risus. Ut pretium laoreet purus. Ut amet sagittis. Mauris euismod at nunc ac convallis. Mauris in feler dolor. Nunc sed quam nunc. Phasellus vel ipsum luctus, elementum sagittis sit amet, consetetur nunc. Fusipendisse quis commodo nisi, nec feugiat ipsum, vestibulum cursus congue lacina.

CORE COMPETENCIES

- Fuga auctoritatis doluptate id eum is est qui conet laboribus sum ut feugiat.
- Consectetur venet ut aut doluptate de lusa doluptate si reanferior re vulputadem.
- Catalibus re pa risit aut facerorem rehenesse sam venenit ullamterum.
- Illa dolupta ipsum, eos duxit ipse optatum, unt.

PAST PERFORMANCE

Provide a list of references or case studies from previous clients. Quis nec temporibus ipsum aute dolupt volupis estium ventur saque cuplatatem hit it de doluptem alio officia resequatin culpa num extendiam sunt porore nartem autum num lumendi.

DIFFERENTIATORS

- Describe any unique or specialized capabilities that set your company apart.
- Ut velorum quam et deducit feugit velorum.
- Ova lectatem quis quati simportat faccum quam, vimus quatus debitem as efficienit.
- Volutatum feugit et ipiet odgrin illatset vent.

Business Name LLC

123 Street Name, CITY Name, Beautiful State, Amazing Country, Long Zip Code
 80456 987 123456789
 CAGE Code: XXX456789

NAICS CODES

- 811111 - General Automotive Repair
- 811114 - Automotive Repair
- 811122 - Appliance Repair
- 811123 - General Automotive Repair
- 811124 - Specialized Automotive
- 811124 - Automotive Repair
- 811124 - Appliance Repair

CERTIFICATIONS

- Cris dicit. On conset dlpam fuga tem vido dolupta.
- Equi conetur sunt officia doloremibus adici omtempo
- Tempussum rehent hila di cus, ut odi sunt ut am.

KEY CLIENTS

- On conset dlpam fuga
- Equi conetur sunt officia dolorem.
- Tempussum rehent hila di cus
- Fut odi sunt ut am.
- doloremibus adici omtempo

📞 (123) 3456 7890

🌐 www.yourcompany-name.com

✉️ contact@company-name.com

📍 123 Street Name, CITY Name, State, Country

One Sided

Example Two

XYZ Company

Capability Statement

www.YourWebsite.com

Company Snapshot

XYZ's core competency is a management consulting, making matches between client needs and qualified candidates. We are an experienced provider of temporary administrative and health care personnel to the Federal, State, and Local governments as well as commercial customers. Among our strongest competencies is our ability to successfully recruit across a broad and diverse range of employees.

CERTIFICATIONS & CODES

- SBE, SDVOR, HUB Zone, WBE/DC
- NAICS Code: 732111, 749997, 211120, 762311, 749997, 211120
- CAGE Code: 88023
- GSA Schedule: MAS-PS

CORE COMPETENCIES

XYZ Corporation is an independent healthcare IT staffing and consulting firm focused on healthcare provider applications and IT optimization. Our services fall into the following categories:

Professional Service

Information Technology

Accounting Management

PAST PERFORMANCE

- Hawaii Health System
- St. Luke's Health System
- Providence Healthcare
- HHS Service Venture
- Microsoft Health One
- Rainfall Healthcare
- Mynac Health Solutions

Impact reports cater to a variety of audiences, so it's best to adjust them accordingly. First, identify your target reader. Next, you can shift your focus on what they need to know.

DIFFERENTIATORS

- Quality Control**
The company's stringent quality control procedures ensure consistent high standards, boosting customer satisfaction and trust.
- IT Partnerships**
The company collaborates with leading IT partners to enhance data analytics and streamline operations effectively.
- Best in Industry Solutions**
We have received recognition for unparalleled solutions that set the industry standard for innovation and excellence.

POINT OF CONTACT

James Doe
Federal Sales Director
jamesdoe@yourwebsite.com
(800) 911-333-8888

Example Three

Company Name

CAPABILITY STATEMENT

ABOUT OUR COMPANY

Business size and structure (e.g., number of employees, organizational structure) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

NAICS CODES

- 238220 Commercial and institutional Building Construction
- 237310 Highway, Street, and Bridge Construction
- 238220 Plumbing, Heating, and Air-Conditioning Contractors
- 238220 Plumbing, Heating, and Air-Conditioning Contractors

📞 (123) 456-7890

✉️ your@email.com

🌐 www.yourwebsite.com

📍 12345 AnyStreet AnyCity, State 98785

CERTIFICATIONS

- Certifications and Accreditations 1
- Certifications and Accreditations 2
- Certifications and Accreditations 3

Two Sided

Company Name

CAPABILITY STATEMENT

CORE COMPETENCIES

- ✓ Unique capability and areas of expertise.
- ✓ Unique capability and areas of expertise.
- ✓ Unique capability and areas of expertise.
- ✓ Unique capability and areas of expertise.
- ✓ Unique capability and areas of expertise.
- ✓ Unique capability and areas of expertise.

DIFFERENTIATORS

Innovative Solutions: We leverage cutting-edge technology and industry best practices to develop innovative solutions tailored to our clients' unique needs. Our approach ensures that our clients remain ahead of the competition and can adapt swiftly to market changes.

Proven Track Record: With over 15 years of experience in delivering successful projects across various industries, we have established a robust portfolio of satisfied clients. Our case studies and client testimonials demonstrate our ability to deliver high-quality results on time and within budget.

Expert Team: Our team comprises highly skilled professionals with diverse expertise, including certified project managers, software engineers, business analysts, and industry-specific consultants.

PAST PERFORMANCE

- Project:** Enterprise Resource Planning (ERP) Implementation
Client: XYZ Manufacturing, Inc.
Location: Cleveland, Ohio
Duration: January 2022 - December 2022
- Project:** IT Infrastructure Upgrade
Client: ABC Financial Services
Location: New York, New York
Duration: March 2021 - September 2021
- Project:** E-commerce Platform Development
Client: Retail Solutions LLC
Location: Chicago, Illinois
Duration: June 2020 - November 2020
- Project:** Cybersecurity Enhancement Program
Client: Tech Innovators Inc.
Location: Austin, Texas
Duration: August 2021 - December 2021

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.