

Entrepreneurially Yours®

by

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The Capability Statement

In addition to the business plan, in marketing businesses to government and corporate arenas, a document often requested is THE CAPABILITY STATEMENT. This document is a capsulated view of a firm's capabilities, experiences and areas of expertise as well as an inclusion of a listing of firms and government agencies who have believed in and utilized a firm's services and will attest to the firm's capabilities.

The Capability Statement, generally much briefer and more focussed on abilities than the business plan, includes the following major components:

THE CAPABILITY STATEMENT

- Cover Sheet (Includes the firm's name, principals involved, address, phone number, e-mail address, certifications, and date)
- General Overview of the Firm and Services
- Delineation of Services the Firm is Capable of Providing to Varied Sectors
- Certificates and Qualifications
- Organization Structure
- Areas of Expertise
- Clients and References
- Qualification Statements (projects performed)
- Management Approach
- Staff and Support Resources

As the term implies, the capability statement, cuts through superficial, wordy, traditional marketing fluff, and gets to the bottom line.... what is the firm actually capable of doing.

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