

# COMPANY

## Logo

{INSERT YOUR BUSINESS NAME}  
PHONE: {INSERT PHONE NUMBER}  
EMAIL: {INSERT EMAIL ADDRESS}  
WEBSITE: {INSERT WEBSITE DETAILS}

Capability Statement

Document No: {insert document number, version number}

### Cover note:

Complete this template in conjunction with the “Writing a Customer-Focused Capability Statement” user guide.

Please note that each section included in the template explains the purpose of the section as well as include items to be considered as part of the section.

The text included for information purposes start with:

*[ The following information is included to explain the purpose of the specific section and to provide you with some questions to consider. Delete this text and replace with your own text]*

and ends with:

*[..... end delete text and fill in your business information]*

Replace with your own information here

Delete the text in grey before finalising your capability statement.

Consider visuals and images – but for a start, focus on quality content before pretty pictures.

Good luck!

**Ichiban Commercial Solutions Pty Ltd**

<https://ichibancommercialsolutions.com.au/procurement-services/>



## CAPABILITY STATEMENT: {INSERT YOUR BUSINESS NAME AND DETAILS}

### 1. {YOUR BUSINESS} VALUE PROPOSITION

*[ The following information is included to explain the purpose of the specific section and to provide you with some questions to consider. Delete this text and replace with your own text]*

#### *PURPOSE OF THIS PARAGRAPH*

*The purpose of this paragraph is to introduce your business to customers and to show current and prospective customers what makes your business different and how this solves the customer's problems.*

*IT IS ALL ABOUT YOUR VALUE PROPOSITION FOR YOUR PROSPECTIVE CUSTOMER.*

*It also creates trust with prospective customers around your legitimacy and credibility as a business.*

*Too often we forget that our focus has to be the customer – what the problems are that customers face and how your product or service solves the problem.*

*Therefore, remember to always bring your business information back to what it means for the customer.*

#### *CONSIDER THE FOLLOWING:*

*What is your business slogan?*

*What is your unique selling point and why does it benefit your customers?*

*What is your value proposition?*

*How do you tie the slogan into your track record? Do your customers agree?*

*How do you make your products or services about what you can do for your customers/customers?*

*Remember the focus is about how you solve your customers' problems and make their lives easier.*

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*What do your customers/customers need/want and how do you provide it in a way that is better than your competitors? How do you solve problems and make your customers' lives easier?*

*How do you differentiate your products/services from your competitors?*

*How does what you do, deliver the best value for money for your customers?*

*[..... end delete text and fill in your business information]*

Replace with your own information here

## 2. {YOUR BUSINESS} PRODUCTS AND SERVICES

*[ The following information is included to explain the purpose of the specific section and to provide you with some questions to consider. Delete this text and replace with your own text]*

### *PURPOSE OF THIS PARAGRAPH*

*The purpose of this paragraph is to introduce your business products and/or services to your customers.*

*Describe the products and/or services you offer your customers and how the customer benefits from dealing with you rather than your competition.*

### *CONSIDER THE FOLLOWING:*

*What products and/or services do you offer?*

*What are the benefits and the features of your offerings?*

*How can you link a feature to a benefit for the customer?*

*How do you differentiate your products/services from your competitors?*

*[..... end delete text and fill in your business information]*

Replace with your own information here

### 3. {YOUR BUSINESS} HISTORY

*[ The following information is included to explain the purpose of the specific section and to provide you with some questions to consider. Delete this text and replace with your own text]*

#### *PURPOSE OF THIS PARAGRAPH*

*The purpose of this paragraph is to show your business's history and provide more detail on who your typical customers/industry sector, services and products are. It also provides more information on your business culture, values – it covers your who, what and why.*

#### *CONSIDER INCLUDING INFORMATION ABOUT THE FOLLOWING:*

*Business history.*

*Why the business was started.*

*How well do you communicate with customers? Do you have an open, friendly yet professional culture in your teams so that the customers experience your business culture and way of working?*

*How has {YOUR BUSINESS} grown since it began? E.g. Did you start out with one customer and now have XX number, showing a consistent growth over time?*

*Has your turnover increased by a certain percentage?*

*What do you see as the reason for your increased growth?*

*How is growth in your business linked to success/value/benefit for the customer?*

*Include text such as:*

Operating since {insert date}, {your business} allows its customers to {insert details of typical customer base/target market – e.g. industry} grow and benefit from the {insert details of the products/services} we provide.

We offer a wide range of services/products providing assistance and support to the {insert details of your market sector and size of customers}.

{your business} offers our customers great people, systems and a caring experience that ensure: (for example)

- Fast turnaround
- No matter the level of support, the location or the need

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- 24 hours a day 365 days a year

*[..... end delete text and fill in your business information]*

Replace with your text here

#### 4. OUR CUSTOMERS

*[ The following information is included to explain the purpose of the specific section and to provide you with some questions to consider. Delete this text and replace with your own text]*

##### *PURPOSE OF THIS PARAGRAPH*

*The purpose of this paragraph is to define your customer target market by sector, location, geographical boundaries, specialty offering.*

*By describing your customer sector and market, potential customers can decide if you are providing the right products and/or services they require.*

##### *CONSIDER THE FOLLOWING:*

*List main customers by industry/sector.*

*Focus on customers that are similar to your potential customer.*

*Add logos and testimonials to show how customers like working with your organisation.*

*[..... end delete text and fill in your business information]*

Replace with your own information here

#### 5. THE {YOUR BUSINESS} TRACK RECORD

*[ The following information is included to explain the purpose of the specific section and to provide you with some questions to consider. Delete this text and replace with your own text]*

##### *PURPOSE OF THIS PARAGRAPH*

*The purpose of this paragraph is to show your business's track record and to provide more details on projects/contracts/work successfully completed.*

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*A table format works well to detail information but you can also use text or visuals/graphs where it best tells the story of your business success.*

**CONSIDER INCLUDING INFORMATION ABOUT THE FOLLOWING:**


*Provide details of contracts/projects - for example you can use a table format to describe your customers/projects/contracts.*

*How do you work with your customers to make them successful or make them come back to you for repeat products/services?*

*What is the reason for the success? Can be how you go about managing of cost, being flexible, access to training in your business, understanding of how to make business work in tough times.*

*It is also a good opportunity to show how innovative your business is and how you use innovation to solve customer problems.*

Listed below are some examples of relevant {your services/products} that have been or are being provided by {your business}:

Details	Project	Portfolio
Customer		 <p>Add a photo if possible of the stages and/or final product</p>
Value	E.g. \$10,000 per year/\$10,000 annualised contract value/\$10,000 total contract value	
Commencement Date		
Completion Date		
Services/Products Provided	Short description of the services/products you provided	
Project Description – what works well/highlights/what obstacles have you overcome?	What made your services work well? How did it result in repeat or extended services? What innovation did you bring to this contract/project.	

*[..... end delete text and fill in your business information]*

Replace with your own information here

## 6. OUR CUSTOMER EXPERIENCE

*[ The following information is included to explain the purpose of the specific section and to provide you with some questions to consider. Delete this text and replace with your own text]*

### *PURPOSE OF THIS PARAGRAPH*

*The purpose of this paragraph is to show how customers experience the products or services your business delivers. This is really an opportunity to show how your business goes the extra mile to keep customers satisfied and get them to come back on a repeat basis.*

### *CONSIDER INCLUDING INFORMATION ABOUT THE FOLLOWING:*

*What do your customers say about your products/services?*

*What shows your success?*

*Do you get repeat business? Why do you have customers come back to you? Why do customers trust your business to solve their problems?*

*Include text such as:*

{your business} has developed an excellent track record in providing {your services/products} to our customers, making our customers choose us as their number one supplier.

Some of our key customers include ##### and this is what our customers' say about our services/products:

- Insert details of customer feedback and testimonials

*[..... end delete text and fill in your business information]*

Replace with your own information here

## 7. THE {YOUR BUSINESS} TEAM

*[ The following information is included to explain the purpose of the specific section and to provide you with some questions to consider. Delete this text and replace with your own text]*

*This paragraph is optional, depending on the maturity of your business.*

### *PURPOSE OF THIS PARAGRAPH*

*The purpose of this paragraph is to show that your business has the right resources to deliver the services and products. A well-structured and managed organisation as well as sufficient resources (e.g. plant and equipment) build credibility and trust that the customer's money will be well spend.*

### *CONSIDER INCLUDING INFORMATION ABOUT THE FOLLOWING:*

*Provide details of the business founders, their background and why they started the business. It works well when you focus on the solution to the customer problem.*

*Include a high-level organisational chart and photos.*

*What is the team's experience, how long have they been part of the team? How does this benefit your customers' experience and the service you provide?*

*Include details about:*

- a. How do your people contribute to the strength of {YOUR BUSINESS}?*
- b. What is the goal? E.g. how do you add value and exceed customer expectations?*
- c. How do you resource for your projects? Number of people and quality?*
- d. What issues do you face and how do you handle them?*
- e. What is your vision? What do you want to be the best at? How do you encourage and assist your people in being the best?*
- f. How is {YOUR BUSINESS} recognised for its high standards, quality results and ability to make customers' successful in what they are trying to achieve.*

*[..... end delete text and fill in your business information]*

Replace with your own information here



### 8. {YOUR BUSINESS} SYSTEMS AND PROCESSES

*[ The following information is included to explain the purpose of the specific section and to provide you with some questions to consider. Delete this text and replace with your own text]*

*This paragraph is optional, depending on the maturity of your business.*

#### *PURPOSE OF THIS PARAGRAPH*

*The purpose of this paragraph is to show that your business has the right systems and processes in place to deliver the services and products in a consistent and well managed manner.*

#### *CONSIDER INCLUDING INFORMATION ABOUT THE FOLLOWING:*

*Quality of service/products – what systems and processes do you have in place to ensure quality?*

*How do you apply your business systems and processes to*

*Training?*

- a. More about process and procedures*
- b. How do you ensure quality through your processes?*

*[..... end delete text and fill in your business information]*

Replace with your own information here

### 9. {YOUR BUSINESS} ACCREDITATIONS

*[ The following information is included to explain the purpose of the specific section and to provide you with some questions to consider. Delete this text and replace with your own text]*

*This paragraph is optional, depending on the maturity of your business.*

#### *PURPOSE OF THIS PARAGRAPH*

*The purpose of this paragraph is to show that your business does not only have good systems and processes in place but has also been certified and accredited by an external, reputable third party.*

*CONSIDER INCLUDING INFORMATION ABOUT THE FOLLOWING:*

*E.g. ISO 9001 accreditation*

*Quality of service/products – what systems and processes do you have in place to ensure quality?*

*Make mention of any achievements, special recognitions.*

*[..... end delete text and fill in your business information]*

Replace with your own information here

## 10. KEY PARTNERS AND/OR AFFILIATES

*[ The following information is included to explain the purpose of the specific section and to provide you with some questions to consider. Delete this text and replace with your own text]*

*This paragraph is optional, depending on the maturity of your business.*

### *PURPOSE OF THIS PARAGRAPH*

*The purpose of this paragraph is to show that your business has the right connections and reach.*

*CONSIDER INCLUDING INFORMATION ABOUT THE FOLLOWING:*

*Stating why the key partnership is important and why provides value or benefit to the customer. Show how the customer can benefit from this key partnership or affiliation, e.g. special discount.*

*[..... end delete text and fill in your business information]*

Replace with your own information here

## 11. GOVERNANCE AND RISK MANAGEMENT

*[ The following information is included to explain the purpose of the specific section and to provide you with some questions to consider. Delete this text and replace with your own text]*

*This paragraph is optional, depending on the maturity of your business.*

### *PURPOSE OF THIS PARAGRAPH*

*The purpose of this paragraph is to show that your business has the appropriate governance checks and balances in place as well as can identify and manage risks to the business.*

### *CONSIDER INCLUDING INFORMATION ABOUT THE FOLLOWING:*

*Provide details of your governance and risk management systems and provide details on how this is used to make sure that customers receive benefit.*

*[..... end delete text and fill in your business information]*

Replace with your own information here

## **12. {YOUR BUSINESS} GROUP**

*[ The following information is included to explain the purpose of the specific section and to provide you with some questions to consider. Delete this text and replace with your own text]*

### *PURPOSE OF THIS PARAGRAPH*

*The purpose of this paragraph is to add more detail about your business not covered already. It is a good opportunity to reaffirm your value proposition.*

*[..... end delete text and fill in your business information]*

Replace with your own information here

## **13. CONTACT DETAILS**

*[ The following information is included to explain the purpose of the specific section and to provide you with some questions to consider. Delete this text and replace with your own text]*

### *PURPOSE OF THIS PARAGRAPH*

*The purpose of this paragraph is to provide contact details for enquiries, links to social media, websites.*

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*CONSIDER INCLUDING INFORMATION ABOUT THE FOLLOWING:*

- a. Contact details*
- b. ABN*
- c. Address*
- d. Website details*
- e. Social media links*

*[..... end delete text and fill in your business information]*

Replace with your own information here