

Customized capability statements designed for your business can be conveniently ordered online in A4 size, with a page count tailored to your requirements. They serve as a platform to showcase your business structure, products, and services, providing potential clients with a comprehensive understanding of why they should choose to collaborate with you.

Capability Statement For Trade and Service-Based Businesses

This product offers the following benefits:

- Create a powerful first impression for potential clients
- Can be used as part of a comprehensive credibility pack or as a standalone piece
- Showcases products and services, effectively communicating reasons for potential clients to choose your business
- Can be combined with brochures and flyers to form a complete set of information

Capability Statement includes:

Artwork (if selected):

We offer multiple design concepts, refine designs based on your feedback, and provide final print-ready artwork. Upon completion, you will receive the final PDF files and JPEG images.

Quantities and pricing for Capability Statements:

Design only

4 page A4 digital capability statement \$450

6 page A4 digital capability statement \$550

8 page A4 digital capability statement \$700

12 page A4 digital capability statement \$1,100

16 page A4 digital capability statement \$1,500

* Also available with a thicker stock custom cover

Capability Statement Add ons (Prices upon request)

Option 1 / Professional Content Writing – Price upon request

- Send an introductory email to schedule a phone meeting.
- Complete a questionnaire to grasp your business and the necessary tone.
- The content will undergo two rounds of edits before final approval and the creation of your capability statement.

Timeframes:

Design concepts will be completed within 14 working days. For documents exceeding 16 pages, we will consult with you to discuss time frames and stages.

The process:

1. Once the capability statement is purchased, you will need to supply the below information to us.

All information can be emailed to rocksolid@rocksolidmarketer.com.au

1. Please provide your logo in a high-resolution vector format PDF or EPS, along with your business details for invoicing. Additionally, advise on the specific details for the artwork and provide any necessary photos and content. If needed, content can be created for an additional fee. Finally, inform us of your delivery address for a shipping quotation, noting that it cannot be a PO Box.
2. Our team will review the information provided and request any additional details if necessary. If the pack is organized outside of the website, an invoice will be issued, and payment must be made before the project commences.
3. Your project will be scheduled with our designers.
4. Design concepts will be developed and shared with you for feedback.
5. Our designers will directly collaborate with you to make any refinements before finalizing the design.
6. Upon approval of your capability statement, our designers will send the final electronic files and coordinate any necessary printing.

If you have any questions about the process or have any additional info to be supplied you can contact us via rocksolid@rocksolidmarketer.com.au or call the office on 0493 419 306.

What is a capability statement?

A capability statement serves as a communication tool to demonstrate to potential clients what your business is about and what you can offer them. It functions as a concise introduction to showcase your areas of expertise relevant to the project. It informs your clients about your company profile and highlights what sets you apart from your competition.

What should a capability statement look like?

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