



Capture Plan

Prepared by:

For Opportunity:

Last Updated:

Executive Overview



Program Overview	
Customer Overview	
Competitive Position Summary	
Summary of Our Solution	
Capture Strategy	
Status	

Opportunity Description



Elements	Description
Customer	
Program Summary	
Key Requirements	
Deliverables	
Budget and Fiscal-Year Funding Profile	
Schedule	
Type of Contract	
Other: (Specify)	

EXTERNAL ANALYSIS

Customer Profile



Organization and Key Personnel	
Purchasing or Buying Process	
Evaluation Process	
Buying History and Trends	

EXTERNAL ANALYSIS

Hot Button Issues



Hot Button Owner	Objective	Hot Buttons	Evidence

EXTERNAL ANALYSIS

Competitor Intelligence – Competitor A



Market Approach and Position	
Products and/or Services	
Historical Pricing Patterns	
Business Development	
Customer Relationship	
Relevant Experience	
Past Performance	

Competitor Intelligence – Competitor A



Customer Perceptions	Strengths	Weaknesses	
	<ul style="list-style-type: none">	<ul style="list-style-type: none">	
Hot Buttons	Available Solution	Discriminator	Gap

EXTERNAL ANALYSIS

Competitor Intelligence – Competitor B



Market Approach and Position	
Products and/or Services	
Historical Pricing Patterns	
Business Development	
Customer Relationship	
Relevant Experience	
Past Performance	

Competitor Intelligence – Competitor B



Customer Perceptions	Strengths	Weaknesses	
	<ul style="list-style-type: none">	<ul style="list-style-type: none">	
Hot Buttons	Available Solution	Discriminator	Gap

EXTERNAL ANALYSIS

Competitor Intelligence – Competitor C



Market Approach and Position	
Products and/or Services	
Historical Pricing Patterns	
Business Development	
Customer Relationship	
Relevant Experience	
Past Performance	

Competitor Intelligence – Competitor C



Customer Perceptions	Strengths	Weaknesses	
	<ul style="list-style-type: none">	<ul style="list-style-type: none">	
Hot Buttons	Available Solution	Discriminator	Gap

EXTERNAL ANALYSIS

Our Own Competitive Position



Market Approach and Position	
Products and/or Services	
Historical Pricing Patterns	
Business Development	
Customer Relationship	
Relevant Experience	
Past Performance	

Our Own Competitive Position



Customer Perceptions	Strengths	Weaknesses	
	<ul style="list-style-type: none">	<ul style="list-style-type: none">	
Hot Buttons	Available Solution	Discriminator	Gap

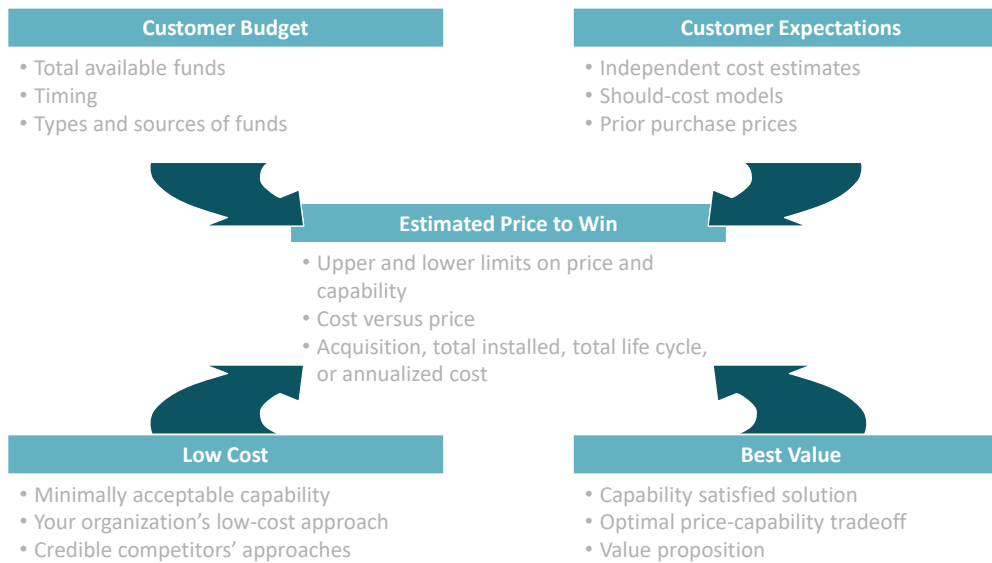
Bidder Comparison



Customer Issues	Weight	Us		Competitor A		Competitor B		Competitor C	
		Points	Score	Points	Score	Points	Score	Points	Score
Totals									

INTERNAL ANALYSIS

Our Estimate of Winning Price



Our Technical/Management Solution

[illegible]

INTERNAL ANALYSIS

Teaming and Subcontracting

Partner Strategy		Partner A	Partner B	Partner C
Partner Selection Criteria	<ul style="list-style-type: none"> • Partner will be prime or subcontractor • Partner's workstream or workshare on the opportunity • Partner's strategic value • (other) 			
Partner Selection Criteria	<ul style="list-style-type: none"> • Customer alignment/relationship • Partner's industry focus • Partner's technology expertise • Partner's value proposition • How does the partner help increase our Pwin? 			
Partner Risks	<ul style="list-style-type: none"> • Is the partner vetted in the supplier management system? • Is the partner involving any IP in this engagement? • Is the partner bidding with others on this opportunity? • (other) 			
Partner Contracts	<ul style="list-style-type: none"> • NDA in place • Teaming agreement/MOU executed • SOW • Direct contract with customer • Past performance documentation • Other contracts (e.g., enterprise agreement, software contracts, hardware) • (other) 			

STRATEGY DEVELOPMENT

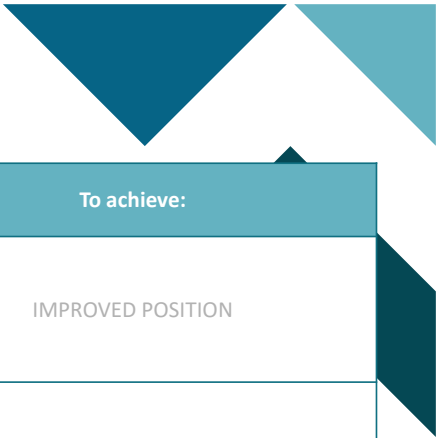
Leverage Our Strength



We will leverage our strength in:	By taking these actions:	To achieve:
POSITION	TACTICS	IMPROVED POSITION
POSITION	TACTICS	IMPROVED POSITION
POSITION	TACTICS	IMPROVED POSITION
POSITION	TACTICS	IMPROVED POSITION

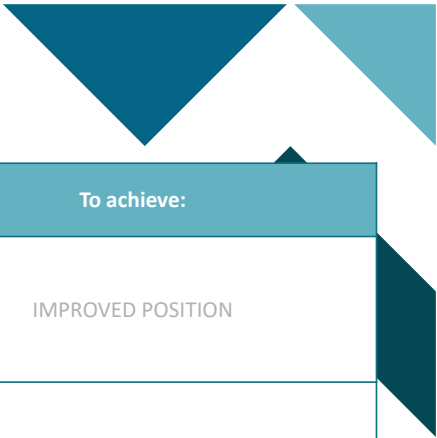
STRATEGY DEVELOPMENT

Mitigate Our Weakness



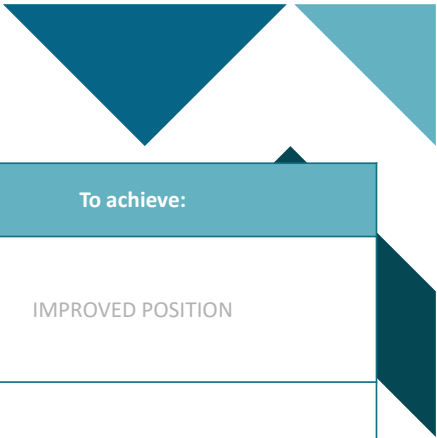
We will mitigate our weakness in:	By taking these actions:	To achieve:
POSITION	TACTICS	IMPROVED POSITION
POSITION	TACTICS	IMPROVED POSITION
POSITION	TACTICS	IMPROVED POSITION
POSITION	TACTICS	IMPROVED POSITION

Exploit Competitor's Weakness



We will exploit our competitor's weakness in:	By taking these actions:	To achieve:
POSITION	TACTICS	IMPROVED POSITION
POSITION	TACTICS	IMPROVED POSITION
POSITION	TACTICS	IMPROVED POSITION
POSITION	TACTICS	IMPROVED POSITION

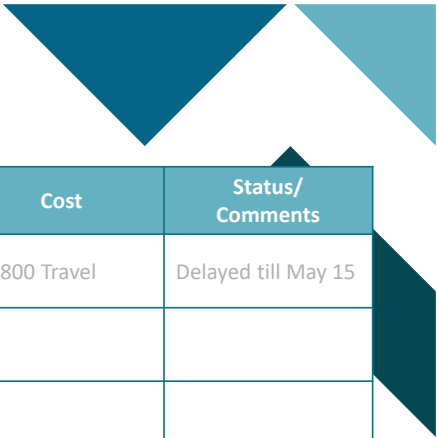
Neutralize Competitor’s Strength



We will neutralize our competitor’s strength in:	By taking these actions:	To achieve:
POSITION	TACTICS	IMPROVED POSITION
POSITION	TACTICS	IMPROVED POSITION
POSITION	TACTICS	IMPROVED POSITION
POSITION	TACTICS	IMPROVED POSITION

ACTION PLANS

Customer Contact Plan



Contact Objective	Who	When	Where	Cost	Status/ Comments
Initial capability briefing to customer's chief engineer	M. Johnson	April 1, 20XX	DOT Test Laboratory	\$1,800 Travel	Delayed till May 15

ACTION PLANS

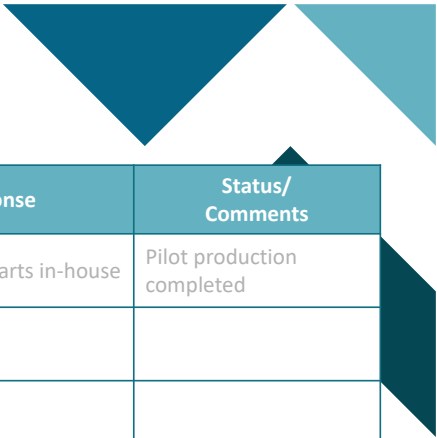
Intelligence Collection Plan



Intelligence Objective	Assigned to	Who	When	Where	Cost	Status/ Comments
Determine funding level for next FY budget	T. Ferguson	DC Staff	March 15, 20XX	Talk to Congr. staff	None (OH)	On track

ACTION PLANS

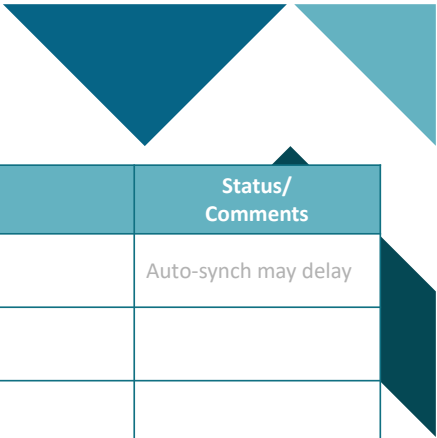
Our Contingency Plan



Event	Probability	Impact	Area (personnel, solution, pricing etc.)	Response	Status/ Comments
Preferred vendor will not team	Low	Medium	Pricing	Manufacture parts in-house	Pilot production completed

ACTION PLANS

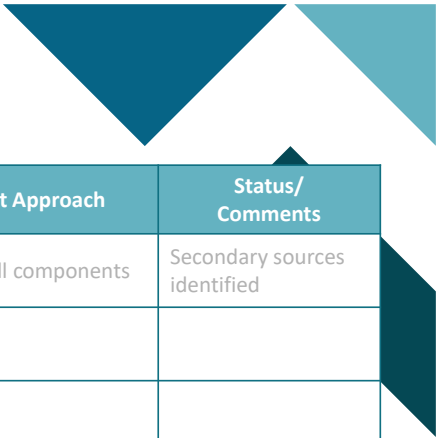
Solution Development Plan (if required)



Solution Element	Assigned to	Who	Need Date	Cost	Status/ Comments
Demonstrate 1GB/sec autonomous data transfer rate	P. Patterson	Dept. H1610	Sept. 15, 20XX	\$75K (IR&D)	Auto-synch may delay

ACTION PLANS

Customer Risk Management Plan



Risk Area	Probability	Impact	Likelihood	Mitigation plan	Management Approach	Status/ Comments
Vendor cannot deliver on time	Medium	High	low	Back up vendors	Dual source for all components	Secondary sources identified

EXECUTION AND MONITORING

Additional links/elements

- Capture team organization chart
- Schedule (if needed to augment action plans)
 - Kickoff meeting
 - Management reviews
 - Key milestones from action plans
- Budget (in required corporate format)
- Customer organization/ stakeholder analysis
- Business and win potential
- Resource plan
- Teaming partner analysis
- Draft solution design