Birch Cleaning

COMPANY CAPABILITY OVERVIEW

Company capability overview

Demonstration / fictional business. This example shows how to introduce your services and experience. Replace the illustrative details with your own information.

PREPARED

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PREPARED BY

Birch Cleaning

Fictional example prepared with Crown Partners

01 About our business

Birch Cleaning is a fictional six-person cleaning business serving offices in Cambridgeshire. This example shows how private-sector experience can introduce a supplier to public-sector buyers.

02 How we can help

Office cleaning before opening or after closing. Regular checks by a named supervisor. Planned cover for holidays and sickness. Clear records of visits, issues and completed work.

03 Relevant experience

Example project: two privately owned offices, cleaned five evenings a week. The team used a room-by-room checklist and agreed how urgent issues would be reported. A buyer could ask for the client reference, contract dates and service records behind this example.

04 Evidence to have ready

Current insurance certificates, a short health and safety policy, staff training records and an example cleaning schedule. Choose the records relevant to the buyer rather than sending every company document.

05 Why this introduction works

Clear fit: the services, team size and location help a buyer judge whether the business could meet their needs.

Specific experience: two offices and five visits a week show the scale and frequency of similar work.

Checkable claims: the checklist, reference and service records give the buyer something to assess beyond a promise of quality.

06 Make it stronger for your buyer

Add real contract dates, a relevant result and evidence that supports it. Tailor the introduction to the work required. This is an introduction, not a scored tender response; any assessment depends on the buyer’s criteria and your actual evidence.