

# PROJECT CAPTURE PLAN

Pursuit Leader		Last Updated	
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## PROJECT INFORMATION

<b>Project Owner</b>		<b>Project Delivery Method</b>	
<b>Project Name and Location</b>			
<b>Project Information (be detailed)</b>			

## OWNER ISSUES, PROJECT WANTS, PROJECT NEEDS

Issue/Want/Need	Source of Information

## KEY DECISION MAKERS

Name	Role, Company	Hot Buttons	Influence

Is one of the decision makers an advocate for our firm? If yes, who?

## DESIGN & CONSTRUCTION TEAM

Project Role	Firm Name	Contact Name	Relevant Owner / Project Experience
Architect			
Engineer			
Specialty Consultant			
Owner's Rep			
GC/CM			
Subconsultant			

COMPETITIVE ANALYSIS WORKSHEET					
Focus on differentiating factors that the owner and decision makers will truly value on this project.					
Firm Name	Issue #1	Issue #2	Issue #3	Issue #4	Issue #5
Our firm					
Competitor #1					
Competitor #2					
Competitor #3					

**GUIDELINES FOR ANALYSIS:**

- Insert items from “Owner Issues, Project Wants, Project Needs” section of the Project Capture Plan as the “Issue” column headers
- For each issue, comment on capabilities (strengths, weaknesses) of each firm
- For each comment for Our Firm, color code the comment cell as follows:
  - **Green (winning zone)** – clear point of difference for our firm, an area of unique value we can offer for this project
  - **Yellow (caution)** – an area where we are similar to our competition
  - **Red (losing zone)** – an area where our competitor offers better value
  - **Blue (who cares)** – an area that the owner does not care and is not of value to them
- Use results to determine differentiators and unique selling proposition specific to the project pursuit then add to Project Capture Plan

DIFFERENTIATORS (based on competitive analysis)	

PURSUIT STRATEGIES, OBJECTIVES, AND ACTION ITEMS			
<b>GOAL:</b>		Differentiators defined, relationships established, positioned as preferred partner.	
a.	<b>Strategy</b> (approach to achieve the goal)		
	<b>Objective</b> (measurable step)		
	<b>Action Item(s)</b>		<b>Responsible</b>
	1a.		
2a.			
b.	<b>Strategy</b> (approach to achieve the goal)		
	<b>Objective</b> (measurable step)		
	<b>Action Item(s)</b>		<b>Responsible</b>
	1b.		
2b.			
c.	<b>Strategy</b> (approach to achieve the goal)		
	<b>Objective</b> (measurable step)		
	<b>Action Item(s)</b>		<b>Responsible</b>
	1c.		
2c.			