

How to make a "COMPANY PROFILE" (JUST AN EXAMPLE)

Enclosed you will find an example of a "Company Profile"

Purpose

The main purpose for making a good "company profile" is to approach your potential customer with your company's strength in terms of capacity, quality, financial leverage, and experience and to show your ability to start the business and to develop it in a trustworthy way. The idea behind it is to convince your potential customer to rely on you by giving him relevant information in a stage where he has to evaluate your offer. Until that time he had only met with you, seen your brochure or found your address. He is now looking at your quotation or offers and there may still be doubts in his mind. The "Company Profile" increases your value compared to your competitors by influencing positively the decision of your potential customer to start business with you. The impression a potential customer has about your organization is strongly influenced by the way you have fulfilled his expectations. Not fulfilling the expectations causes disappointment. Fulfilling the expectations however is not enough. You will only score when you exceed them.

Content

The content of your company profile should include or contain introduction, company data, structure and infrastructure. Most importantly you need to clearly and professionally present your products, capacity, equipment, quality policy, experience, financial statements, short and long term plans and good references. It is also professional to present your company using a mission statement.

Presentation and size

As your "company profile" represents your company, it is absolutely essential to prepare it professionally. This includes a good layout, no typing errors, laser printing on quality paper and proper coloring and structuring. Of course it is entirely up to your imagination and creativity to add or delete chapters or subjects and give it its final form and outlook.

However including the contents we mentioned above is crucial.

The size of your company profile should be 12 to a maximum of 15 pages, think about the time that your potential customer is willing to give to read your profile. Put yourself in the position of your potential customer and only include information that you think he would like to know to enable him to do the business with you. Follow the AIDA structure step by step. First catch the Attention, then generate Interest and create Desire to get him into Action. Be informative and business like.



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When to send the company profile

Timing is very important. Do not send the profile together with your brochure in the first glance. Wait by making a final version until you have met with some European customers and know their preferences.

Make sure that sending this "Company Profile" is made an integral part of your approach strategy and test its effectiveness. Do not forget that there is a wide gap to bridge before creating the first realistic chance to book an order. With this "Company Profile" you have a tool to approach him once more but in a positive contributing manner.

COMPANY PROFILE																											
Mission Statement																											
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Title	INTRODUCTION
Description Text	<p>Founded</p> <p>History</p> <p>Size, ranking</p> <p>Local market share</p> <p>Product range</p> <p>Market to look for</p> <p>Expansion</p> <p>Vision</p>
Explanation	<p>Make this and the cover page attractive enough to invite the reader to see more.</p> <p>Use some of the text from your company policy.</p>
Notes	<p>You could also use this for your logo or address.</p> <p>If you use a logo, repeat it small on each page.</p>

Title	COMPANY DATA
Description Text	<p>Full name Address coordinates Communication possibilities and skills Tel: Fax: E-mail: Website: Management Banks Field of activity No. of employees Contact person and function Type of company How to reach us</p>
Explanation	<p>Make communications (connectability) as easy as possible. Give only numbers where your export people can be reached.</p>
Notes	<p>Only mention <u>registered offices or production locations</u> but give one address and communication numbers only.</p>
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Title	PRODUCTS (+SERVICES)
Description Text	<p>Briefly state the range of products: sort, size, capacity</p> <p>Also the markets and applications you serve</p> <p>Product finish/conditions</p>
Explanation	<p>This is the page from which the decision is made to include you in future inquiries if your performance has been satisfactory.</p> <p>So be very precise and clear and write what the potential customer is looking for.</p>
Notes	<p>Also include standards followed and materials used. So not <u>steel</u> but cast steel, alloy steel or stainless steel.</p> <p>Bear in mind that in Europe the markets are more diverse and specialised.</p>
	3

Title	QUALITY
Description Text	Policy (From your ISO manual) State your test facilities and equipment
Explanation	Make sure you are at par with the international requirements and expectations. Use this page also to mention about your concern for the environment and safety and working conditions of your people.
Notes	Also mention your other certifications and approvals like for Products (API, Lloyds Register, Bureau Veritas, ABS, TÜV, AD Merkblätter) National or client approvals or accreditations are not recognised in Europe and have very little value.
	4

Title	CAPACITY
Description Text	Yearly output Utilisation rate Reserved capacity for exports Range of sizes Maximum pressures, weights, sizes etc. Used materials
Explanation	Clearly state your in-house capacity and the subcontracting activities under your control
Notes	Also mention the present subcontracting percentage and spare capacity
	5

Title	(PRODUCTION) EQUIPMENT
Description Text	Machine and equipment listing: Diameters, lengths, power, brand
Explanation (purpose)	So that specialist buyers can detect the production ability, directly under your control
Notes	Mention only the main production machines or equipment and make sure you mention their capacity in an understandable way. (Test equipment should be on page 2).
	6

Title	(ORGANISATION) STRUCTURE
Description Text	Our people Empowerment Dedication Education Training Working conditions Sales policy
Explanation	Organisation chart (organigramm)
Notes	Make sure this contributes to a positive impression
	7

Title	FACILITIES (PREMISES)
Description Text	<p>Built (covered) Open area Owned/rented</p> <p>Internal logistics</p> <p>Stocks</p> <p>Computer/Network system</p>
Explanation	Make a plan of your premises
Notes	This again should give a positive contribution to your image
	8

Title	EXPERIENCE (KNOWLEDGE)
Description Text	<p>In exports to other countries</p> <p>In marketing and marketing research</p> <p>In technology and innovation</p> <p>In research and development</p>
Explanation	Any foreign exposure should be emphasised here
Notes	Also mention the years of technical experience in your field.
	9

Title	INFRASTRUCTURE (WORKING ENVIRONMENT)
Description Text	<p>Local collaborations Access to information sources Technology transfer activities Access to test and standard institutes Access to universities Relation with your suppliers</p> <p>Mention memberships of relevant organisations</p> <p>Mention logistic and other support facilities</p> <p>Packaging conditions and possibilities</p>
Explanation	Show that you are fully geared for international business
Notes	
	10

Title	FINANCES (STATEMENT)
Description Text	<p>Capital paid up Turnover Profits Investments Growth rate over the last 3 years Future plans Export revenues in the next 3 years</p>
Explanation	Keep the information on this page as brief as possible but still serving the purpose
Notes	You may give more detailed information at a later stage if it shows that a closer collaboration is sought
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Title	REFERENCES (CLIENTELE)
Description Text	Give any name, which is internationally recognised without causing a conflict. Also indirect exports should be mentioned here.
Explanation	If any of the mentioned names is recognised than it may create a huge advantage
Notes	Realise that giving references is a confidential matter and not practised in the same way in Europe
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