

Blackblot® PMTK

Company Profile



<Comment: Replace the Blackblot logo with your company logo.>

Company Name: <Enter company name>

Product Name: <Enter product name>

Date: <Enter creation date>

Contact: <Enter contact name>

Department: <Enter department name>

Location: <Enter location>

Email: <Enter email address>

Telephone: <Enter telephone number>

Document Revision History:

Date	Revision	Revised By	Approved By
<Enter revision date>	<Revision #>	<Enter your name>	<Enter name>

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1. Introduction

1.1. Document Objective

This document is focused on creating a company profile document that provides public audiences with a detailed yet basic description of a company. The information contained in a company profile introduces a company to the reader.

<Comment: The primary purpose of a company profile, also known as a company bio, company fact sheet or company backgrounder, is to provide the general public with overview information regarding a company. The company profile can also be used to attract potential customers, investors, and job applicants. When preparing a company profile, great care should be taken not to overload or overbear the reader with superfluous data. A more comprehensive company profile may be needed to accompany the company's business plan when attempting to attract financial investors.>

2. Company Profile Authoring

2.1. Section Objective

This section describes the principles that guide the preparation of a company profile.

2.2. Company Profile Objectives

- Demonstrate the company's ability to effectively meet its customers' needs.
- Educate the audience about the company, its business operations, and the value it delivers.
- Help establish credibility with the audience (mainly customers and investors).
- Provide anyone with information to assess the company's general merit.

2.3. Company Profile Distribution Venues

Printed Format

- To accompany Request for Proposals (RFP) responses.
- To attach (or selected parts of the profile) to strategic press releases.
- To accompany a company presentation.
- As part of a press or media kit.
- To provide to investors and lenders.

Electronic Format

- For the corporate website.
- To support sales quotes.
- To send to applicants and customers.

2.4. Company Profile Guidelines

- The average number of pages in a company profile is one to two.
- The average word count of a company profile is 200-450.
- Avoid meaningless superlatives and phrases such as: top-class, top-of-the-line, best-of-breed, or cutting-edge.

- Avoid technical jargon and make the company profile meaningful to any reader.
- Include as many as possible, and only, verifiable facts and numbers.
- Proofread the company profile very carefully for grammatical and typographical errors.
- Print on slightly heavier than normal quality paper. Only use a laser printer, not ink-jet, or preferably employ a professional printing service.

2.5. Acceptance and Publication

- Before creating a company profile, secure endorsement regarding the content of the proposed company profile from the following organizational departments: executive management, public relations, corporate marketing, and legal.
- After creating a company profile and before publicly posting or publishing the company profile, secure acceptance and approval of the company profile release candidate from those same organizational departments that endorsed it.
- The content of the company profile can greatly contribute in the preparation of the PMTK Company Presentation (PowerPoint format) and should be leveraged for that purpose.

3. Company Profile Template

3.1. Section Objective

This section describes the structure and format of a professional outbound company profile. A company profile is prepared by seamlessly weaving pertinent data about the company into a flowing, narrative form.

3.2. Corporate Overview

<This section provides a synopsis of the company. Succinctly describe the company using the following content elements: short company description, main line of business, revenue (optional), target market segments or industries and geographical areas of operation, headquarters and any major branch offices, date founded, number of employees, most notable key historical facts, parent company, and subsidiaries, if any. Subject to the specific company being addressed, some of these content elements may not be applicable or necessary. Note in this paragraph the type of organization: public enterprise, private company, or organization sponsored (assisted by government); and the type of business: manufacturer, retailer, authorized agent, or consulting company.>

3.3. Mission and Vision Statements

<This section allows readers to better understand the nature and personality of the company. Succinctly describe the company's underlying core principles using the following content elements: corporate mission statement, corporate vision statement, business philosophy, organizational philosophy, and corporate distinctive competency.>

- 3.4. Markets/Industries Served
<This section describes the main markets and industries (vertical industries in particular) that the company serves. Succinctly describe the company's target markets using the following content elements: market description, market share, market trends, major competitors, and key customers.>
- 3.5. Products, Services, and Solutions
<This section describes the company's main products and services. Succinctly describe the company's offering using the following content elements: main product lines, key products and services, patents, notable achievements, brand equity, and the products' general USP (Unique Selling Proposition). Identify any mass markets or niche markets to which products are sold, and any unique or special technologies that are used or served.>
- 3.6. Financial Information
<This section provides an assessment of the current overall financial condition of the company. Succinctly describe the company's financial state and indicators using the following content elements: average annual income, recent annual income, recent profits, annual income growth rate, and any other notable financial statistics. If relevant, include information on: stock exchange where traded and ticker symbol. Also include web links to current stock price, stock chart, market cap, and SEC 10-K.>
- 3.7. Partnerships/Alliances/Affiliations/Joint-ventures
<This section lists the various relations the company has with other entities, companies, and industry players that help improve its competitive position. Succinctly provide the following content elements: partnerships, alliances, affiliations, joint-ventures, mergers, and acquisitions.>
- 3.8. Company History/Chronology
<This section lists facts that present the company's historical progression through time. Succinctly provide the following content elements: historical milestones, mergers and acquisitions, major contracts, date of incorporation, notable achievements, and major public recognitions. Observe any notable growth and expansion indicators. When appropriate, provide web links to news reports, press releases, and success stories.>
- 3.9. Worldwide Locations/Presence
<This section expands on the company's global reach and operations. Succinctly describe the company's worldwide deployment using the following content elements: headquarters location, subsidiaries, major worldwide offices, and regional offices.>
- 3.10. Community Relations
<This section outlines the company's community relations program and activities. Succinctly describe the company's contribution to society using the following content elements: charitable funds, grants, donations, corporate volunteer projects, matching gift programs, and food drives. Observe any notable contributions or achievements.>

3.11. Executive Officers

<This section provides pertinent information on the company's management team (this information is often more relevant to investors than customers). Succinctly describe the company's leadership using the following content elements: names and titles of executive officers accompanied by brief biographical information. If relevant, include photographs, salary information, and links to relevant online information sources.>

3.12. Forward Looking Statements

<This section depicts the company's estimates, expectations, and future plans. Succinctly describe the company's plans regarding the following issues: new products and services, new offices and facilities, planned mergers, or acquisitions.>

3.13. Contact Information

<This section provides all necessary means for the reading audience to reach the company. Provide the following contact information as data bullet points or in any other applicable visual format such as a text box: company address, link to online map of company address, phone and fax, email address, and website. Place company logo here.>