

COVER PAGE

This section will contain following;

Background Image Design

Company logo

Name of Document (Company Profile)

You may wish to use any of the default template provided by Ms PowerPoint or you could manually modify or design to suite your preference



ABOUT US

This section will contain important information about the company such as

Full name of the company, when it started operation or business, the industry it can be classified under, detailed general description of the business (not services or products). What is your company's heritage?





OUR VISION

This section will state where the company hopes to be in the short and long term. Short term could be 3 to 5 years. While long term could be 10 to 25 years.

How do you want to be perceived as a business, what position do you want to occupy in the industry you are in or in the mind of your customers?

Your statement here should be specific, as short as possible and measurable in terms of rating

I call it the We-Want-To-Be section

OUR MISSION

Also known as the We-Shall-Do Section

This section will state in clear terms the specific things your company plans to do in order to achieve its vision.

- What exactly will you be doing differently?
- How will you do what you plan to do in order to Be what you hope to become in line with your vision?



OUR PRODUCT OR SERVICES

This section contains details of your products and or list of services

It is highly recommended to be descriptive to give your potential customers a better insight into what you offer.



OUR UNIQUE VALUE PROPOSITION

What makes doing business with you so special?

How are you different or better than your competition?

Are you offering speed, quality, cost effectiveness, innovation, personalization, safety, convenience, industry knowledge, your geographic spread etc.

You will need to be clear when explaining what stands you out.

LIST OF CLIENTELL OR PROJECTS DONE

New business may not have so much to say here.

Even for new business, it is expected that the owners or management team should have sufficient expertise or skill in delivery the services being offered, so you could emphasis on the competence of the management team, special certification or their industry knowledge to show that your company is the best organization that can serve the potential customer

CONTACT US

Provide online and offline contact details that your potential customers can reach you on.

It is highly recommended that you have a company website considering the fact that the society is now a global village and people don't need to meet physically to engage your service or buy your products



IMPORTANT NOTE

- Try not to bore your customers with too many information. Your detailed version can be made available on your website while your summary should be limited between 3 to 9 pages if you plan to have it in a pdf format for easy distribution.
- Use of white spaces, images and creative illustration is highly recommended to keep your page interesting and professional at the same time.
- You can also following the simple layout techniques used in this guide as your start your journey
- Feel free to contact me should you require additional help in creating a stunning and selling company profile

