

## HOW TO MAKE A COMPANY PROFILE

This document provides answers to the questions why, how and what to include in your company profile

### **Purpose**

The main purpose of 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. A company profile, if made in a proper way, shows your ability to start the business and to develop it in a trustworthy way. Moreover, it can serve as a marketing tool for promotion as well as for creating the first impression. The major 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 offer and there may still be doubts in his mind. The company profile increases your value compared to your competitors by positively influencing 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 be successful when you exceed them.

### **Content**

The content of your company profile should include introduction, company data, structure and infrastructure. Make sure that all the important basic contact information as phone numbers, physical and mailing address is contained at the beginning, as it might occur that not all of your potential customers will read the profile until the end. Most importantly you need to clearly and professionally present your:

- Brief company history
- Mission statement or philosophy
- Products
- Capacity
- Equipment
- Structure
- Quality policy
- Experience
- Financial statements
- Company goals
- Short and long term plans
- Good references and testimonials

## **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, proper colouring, structuring and typically, it is designed as a brochure. Certainly, 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 10 to a maximum of 15 pages. Be very mindful about the length, an extensive version might be boring for the reader whereas a profile being too short might create questions about your company's potential. 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. Do not forget to constantly update the company profile – most commonly once a year. It is a good sign of you being a professional, always providing current and up to date information to both your customers and potential partners. If you decide to place your company profile on your website as well, always keep in mind that it should cause an immediate interest by catching the reader's eye. You can achieve this by adding relevant pictures that are also attractive at the same time. Be creative but within the limits, not to spoil your seriousness and professional image.

## **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 the company profile is made as an integral part of your approach strategy and test its effectiveness. Remember that there is a wide gap to bridge before creating the first realistic chance to book an order. The profile can be your tool to approach your customer once more but in a positive contributing manner.

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