

Company Profile

of

Insert company name and logo

Insert an image/illustration
giving a clue to the nature of business here

Main company contact:

INSERT MAIN COMPANY CONTACT DETAILS (OR CONTACT PERSON DETAILS IF YOU PREFER), THAT COMPANIES/INDIVIDUALS CAN MAKE CONTACT WITH IF THEY REQUIRE MORE INFORMATION OR CLARIFICATIONS.

General notes:

- This document is a template and should be customised to your specific purpose and tailored to the requirements of the intended recipients.
- The document is available in MS word format and can be e-mailed, put on disk/flash if required (at an additional charge).

1. Business, Administrative & Contact Information

- a. **Business name:** company/Trust name CC/Pty (Ltd)/Ltd trading as XYZ (if applicable)
- b. **Business type:** Sole proprietor/Closed corporation/Private company/Company/Trust/
- c. **Company registration number:** self explanatory
- d. **Tax reference number:** self explanatory
- e. **VAT number:** self explanatory
- f. **Tel:** Multiple numbers if available
- g. **Fax:** land line and fax-2-email number/s (Fax to e-mail fax numbers available from The P.A. Shop)
- h. **E-mail:** company
- i. **Cell:** if applicable
- j. **Physical address:**
- k. **Postal Address:**
- l. **Docex Address:**
- m. **Banking details:**
 - Bank:**
 - Branch:**

Account number:

Branch code:

Account manager:

Account managers details:

2. Introduction

a. Company History

A short, 1 paragraph, history of the company.

b. What the company does

2 to 3 sentences about what the company does, what it's business is, and which market sectors it services.

3. Strategy

a. Vision statement

A vision statement outlines what an company wants to be. It focuses on tomorrow; it is inspirational; it provides clear decision-making criteria; and it is timeless.

b. Mission statement

A mission statement outlines what the company is now. It focuses on today; it identifies the customer(s); it identifies the critical process(es); and it states the level of performance.

c. Values

General guiding principles that are to govern all activities.

d. Business goals & objectives

Specific goals that the company wants to achieve.

e. Business strategy

The general strategy of the company. E.g. diversification, vertical integration, horizontal integration, organic growth, growth by acquisition, etc

f. Economic intent

What the economic intent of the organisation is. E.g. profit making, not for profit, investment, speculation, etc

4. Business concept

a. Business concept

What the business does.

b. Products

c. Services

d. Business competitiveness

What makes the business competitive with other businesses in its sector, what are the competitive advantages?

e. Quality policy & objectives

ISO ratings, SABS standards specifications applicable, etc

f. Service pledge

A pledge of how the company wants to deliver services.

g. Business model

Describe your business model and the reasoning behind choosing it. E.g. Centralised, de-centralised, retail, home based, office bound, etc

h. Value chain

Give a breakdown of the value chain you will be operating in and where your company will fit into this value chain.

5. Management & Ownership

a. Management structure

An organogram may be added showing the management structure and reporting hierarchy.

b. Ownership Structure

Ownership percentages and structure. Shares available and taken up, etc

c. Directors

d. Business & leadership skills

e. Management

f. Office and administrative personnel

g. Professionals & Advisors

h. Attorneys

i. Accountants

j. Affirmative action initiatives

k. BEE & BEEE

6. Current customers & projects

A list of customers, projects and contact details for reference.

7. Completed projects

A list of customers, projects and contact details for reference.

8. Attachments and supporting Documentation (available on request)

- a.** Copy of detailed curriculum vitae or resume of partners, owners & management.
- b.** Copy of identity documents of directors and shareholders.
- c.** Company/CC documents
- d.** SABS / ISO 9000 requirement compliance documentation
- e.** Tax clearance certificate from SARS. The P.A. Shop offers the service of applying for this for customers.
- f.** Maps showing location.
- g.** Any other relevant substantiating documentation.

**Thank you for taking the time to go through this business profile.
If there are any questions or comments, please feel free to contact
US.**