

1-4 Case Study #1 - Writing a Company Profile/Description

Term 1 Major Project 1

A solid business profile is important to start to understand the structure of a business and how marketing impacts companies. It can be part of the bid process for companies seeking contracts, finances, or even partnerships. However, for this class, we are seeking information that helps us understand the structure of the company, its evolution, its products and services, and how it uses marketing to promote them. Often writing the company profile is part of the offer one submits to respond to the call for tender.

For the purpose of this class, our company profile will provide an introductory understanding to the following:

Part 1

- **official criteria**
 - company name and type of company: sole proprietorship, limited partnerships, corporation...
 - company logo
 - company slogan
 - head office address (may include number of franchises)
 - company status
- **quantitative criteria**
 - brief history on the formation of the company: who, when , why, how, where...
 - number of employees
 - list of products
 - sales figures
 - other financial figures
- **qualitative criteria**
 - references
 - success stories
 - certifications

Part 2

- **marketing**
 - what forms of marketing does this company use: radio, television, newspaper, mail, web, flyers, etc? Can you get access to any?
 - what is the budget used for marketing compared to other companies of similar products and or services?
 - which representatives or celebrities are used to promote or endorse company?
 - what type of market share do they have?
 - what is the target audience?
 - what image do the have and why? (positive, negative, contributor to community...)

Writing a company profile requires **preliminary work**: Acquaint yourself with the documents available. Try to analyze your business from a strategic point of view. Think about all the components and ask yourself if you're the right applicant. If the answer is "yes," you're ready!

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Criteria:

Assigned Date: September 28, 2016
Due Date: October 31, 2016-09-28
All Rough Copy (Research) November 14, 2016
Good Copy: Oct 31st

Students may work independently or in pairs for this assignment.

The final copy may be done on **PowerPoint** or a program of choice: include major findings, graphs, charts, and pictures, etc.

Students may not choose the same company: sign up sheet will be available.

Possibilities: (Please sign up with Mr. Kraus - Bold are Taken)

Independent Local Company -	Outer Limits, First Touch Soccer,
Local Companies, Franchises, Health Foods, Tech Industry, Electronics, ec	
Clothing/Shoes -	Nike (Mythias -) (Ryley - Ben), Adidas , Burtons (Greta Boldacchimi,
	Jordan (Pascal Chassay), Under Armour (Cole Severinski)
Fast Food –	McDonalds, Burger King, Wendy's, Subway, Dairy Queen, Tim Horton's
Technology –	EA Sports (Tanner Saunders), Apple (Sam – Colton),
Restaurant –	The Keg, Big Feast, The Smoke House, Shinobi Japanese (Kaiden)
Stores –	Langley Farm Market (Savanah – Savanah), Save-On Foods, Shoppers
	Drug Mart (Bao, Liu, Guan, yunlong, Bruce), London Drugs, Meridian Meats
	(Avri- Rachel)
Specialty -	Arizona (Camryn Smyhe),
Service –	Chiropractor, Doctor, Message Therapist

Options/Suggestions:

E-mail corporate head office – class project. - Research

Interview employees, management, You Tube documentaries/clips

Video integration.

Collect flyers, coupons, promotional material, menus, etc.

Are they duplicated – franchised – cost

Sites:

<http://www.hoovers.com/>

<https://www.nchannel.com/blog/retail-data-ecommerce-statistics/>

<http://www.forbes.com/sites/deborahweinswig/2016/10/05/influencers-are-the-new-brands/#70b99d527fc5>