

# Business profile

[Business](#)



A business profile is essential for companies of all sizes. Besides giving information to customers, it can be used in many other ways; it can be used to seek out Investors or potential employees and to provide general information to the media. It's important for a business profile to not only give financial and factual information, but to add some personality and establish the tone and style of the company. Finding a voice that is interesting and engaging is the most important thing to consider when learning how to write a business profile.

Steps 1 Study some other business profiles, particularly competitors and other companies in the same type of business. Note the style and tone of the ones that stand out to learn how to write a business profile that is interesting and draws attention. Jot down some characteristics of the company that make it stand out from others. Include its purpose, mission, history and other important factors that define the nature of the company. The business profile should convey the style and personality of the company, and this list will help to set the tone of the writing. Think about what kind of industry the company is in and its history or other important features. This, along with the characteristics list, will be used to define the style of writing and the message to be conveyed. For example, the profile for an edgy new company will differ in style than one for a company that's main strength is a long history. Industries such as personal care or boutique items should have profiles that suggest luxury, while high tech company profiles would emphasize technical skills and growth. Write a company description that includes the products and services it offers, a brief history and its market sector. Include any facts or features that make the company stand out, such

as a time when the company overcame obstacles or came back from a crisis. Keep the tone and style in mind when writing the description. Use layman's terms rather than technical jargon, so that people outside the industry--like the media and respective Job applicants--can easily decipher and use the information. Add the company address. For online purposes, make sure the address maps well In online systems such as Manifest andGooglemaps. Include full addresses and accurate contact Information. Company's financial ranking to competitors in its sector. List information about working for the company, such as number of employees and key personnel. Add biographies of founders, presidents and other important personnel. Tailor the profile to work with the venue it is being used in.