



## PROFILE TEMPLATE 资料撰稿范本 FAST ENTERPRISE CATEGORY 企业跃进奖

### CORPORATE PROFILE WRITE-UP 企业资料撰写

*\*All profile contents must be written in English*

*\*所有的内容必须以英文编写*

#### A. Article (In 3rd Person Style, 700-800 words)

文章（以第三人称的写作方式来描述，篇幅大概 700-800 字左右）

Information about the Company (Approximately **200 words**) 企业背景资料（约200字）

Include 包括:

- Company introduction (e.g., core business, markets involved) 公司简介（例如：核心业务，涉及的市场）
- Vision, Mission, Corporate Values 愿景、使命、公司价值观

Innovative Corporate Culture and Growth Initiatives (Approximately **300 words**) 企业的创新文化和增长措施（约300字）

Include 包括:

- Company's fast-paced culture and innovation initiatives and their contribution to the Company's growth strategy development  
介绍公司的快节奏文化和创新措施，以及这些措施在公司增长策略中所起到的作用
- Company's growth strategy (e.g., timeline, milestones, market penetration, market development, product development and etc.)  
描述公司的增长策略（例如，时间表、里程碑、市场渗透、市场开发、产品开发等）
- Challenges and lessons learned during the Company's rapid growth, and how it has been managed and overcome  
公司在迅速增长过程中所面临的挑战、积累的经验教训以及如何克服它们



**Achievements and Impact (Approximately 200 words) 成就与影响 (约200字)**

*Include 包括:*

- *Latest growth of the Company (Facts to include: innovation, number of offices/ employees to date, turnover achieved, local/ regional impact, overseas expansion expansion, etc. 公司最新的发展状况 (包括: 创新措施、办事处/员工数量、营业额、本地/区域影响、海外扩张等)*
- *Company's strategy to achieve sustainable growth (e.g., talent development initiatives) 公司实现可持续增长的经营策略 (例如: 人才培育)*

**Future Direction (Approximately 100 words) 未来方向 (约100字)**

*Include 包括:*

- *Company's expansion roadmap/ succession plans 公司的扩张计划*



## B. Company Milestones 公司里程碑

Kindly note that 请注意:

- The milestones should be written in point form (10 - 12 words for EACH point) 以简明要点形式描述
- Only a maximum of 6 milestones 最多6项要点
- Milestones that include other awards are NOT permitted 内容不可包括其他奖项

Example: 2001 – 2013: Insert Distinctive Achievement (e.g., Date of establishment, major projects, M&A, IPO)

例如: 2001-2013: 公司创立日、公司耀眼成就、公司上市


## C. One-liner Company Motto 格言/座右铭/原则

Include: Corporate tagline/ brief fact about the Company 企业口号或有关公司的简要事实

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## D. Company Website 公司网址

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\*Do note that other award achievements shall not be included.

\*其他奖项成就不可包含在撰写的内容里。