



## PROFILE TEMPLATE FAST ENTERPRISE CATEGORY

### CORPORATE PROFILE WRITE-UP

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

Information about the Company (Approximately **200 words**)

*Include:*

- *Company introduction (e.g., core business, markets involved)*
- *Vision, Mission, Corporate Values*

Innovative Corporate Culture and Growth Initiatives (Approximately **300 words**)

*Include:*

- *Company's fast-paced culture and innovation initiatives and their contribution to the Company's growth strategy development*
- *Company's growth strategy (e.g., timeline, milestones, market penetration, market development, product development and etc.)*
- *Challenges and lessons learned during the Company's rapid growth, and how it has been managed and overcome*



**Achievements and Impact (Approximately 200 words)**

*Include:*

- Latest growth of the Company (Facts to include: innovation, number of offices/ employees to date, turnover achieved, local/ regional impact, overseas expansion expansion, etc.
- Company's strategy to achieve sustainable growth (e.g., talent development initiatives)

**Future Direction (Approximately 100 words)**

*Include:*

- Company's expansion roadmap/ succession plans



## B. Company Milestones

Kindly note that:

- The milestones should be written in point form (10 - 12 words for EACH point)
- Only a maximum of 6 milestones
- Milestones that include other awards are NOT permitted

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


## C. One-liner Company Motto

Include: Corporate tagline/ brief fact about the Company

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## D. Social Media Accounts on Facebook and LinkedIn (for tagging purposes only)

Kindly note that if there are no accounts on these platforms, please indicate "N/A" in the template


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