

PROFILE TEMPLATE

FAST ENTERPRISE CATEGORY

**CORPORATE PROFILE WRITE-UP**

# 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*



# 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)* |
|  |
|  |
|  |
|  |
|  |
|  |

# One-liner Company Motto

Include: Corporate tagline/ brief fact about the Company

# 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.