

# PROFILE TEMPLATE

## 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 (short sentences)*

Corporate Culture & Company Activities (Approximately **200 words**)

*Include:*

- *Company's workplace practices & organizational culture*
- *Corporate activities (e.g., Team building, CSR activities)*
- *Employee investment practices (e.g. incentives, specialized training, notable support systems)*

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

*Include:*

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

**Future Direction (Approximately 200 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.