PROFILE TEMPLATE

**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 (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*

# 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*

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