

TEMPLATE 1: COMPANY OVERVIEW

File: `{COMPANY_SLUG}_overview.md`

PURPOSE: Provide factual company information, competitive advantages, and brand context for agent reference.

{COMPANY_NAME} Overview

Mission & Purpose

{COMPANY_NAME} {MISSION_STATEMENT}. We specialize in {PRIMARY_SERVICE_AREA} for {TARGET_MARKET} across {GEOGRAPHIC_COVERAGE}.

What We Do

- **Core Business:** {CORE_BUSINESS_DESCRIPTION}
- **Primary Products:** {PRODUCT_LIST}
- **Key Services:** {SERVICE_LIST}
- **Market Position:** {MARKET_POSITION}

Competitive Advantages

- **{ADVANTAGE_1}:** {ADVANTAGE_1_DETAIL}
- **{ADVANTAGE_2}:** {ADVANTAGE_2_DETAIL}
- **{ADVANTAGE_3}:** {ADVANTAGE_3_DETAIL}
- **{ADVANTAGE_4}:** {ADVANTAGE_4_DETAIL}

Industry Credibility

- **Major Customers:** {MAJOR_CUSTOMER_1}, {MAJOR_CUSTOMER_2}, {MAJOR_CUSTOMER_3}
- **Industry Standing:** {INDUSTRY_POSITION}
- **Years in Business:** {YEARS_OPERATING}
- **Track Record:** {TRACK_RECORD_EXAMPLES}

Brand Personality

{COMPANY_NAME} is known for being {BRAND_TRAIT_1}, {BRAND_TRAIT_2}, and {BRAND_TRAIT_3}. Customers choose us because {PRIMARY_VALUE_PROP}.

Geographic Coverage

- **Primary Market:** {PRIMARY_GEOGRAPHIC_AREA}
 - **Service Area:** {FULL_SERVICE_COVERAGE}
 - **Special Capabilities:** {GEOGRAPHIC_SPECIALTIES}
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PLACEHOLDER FILLING GUIDE:

Placeholder	Description	Example
{COMPANY_NAME}	Full company name	"NextDaySteel"
{MISSION_STATEMENT}	Core mission in 1 sentence	"delivers reliable steel reinforcement solutions"
{PRIMARY_SERVICE_AREA}	Main business focus	"steel reinforcement materials"
{TARGET_MARKET}	Who you serve	"construction companies and contractors"
{GEOGRAPHIC_COVERAGE}	Where you operate	"mainland UK"
{CORE_BUSINESS_DESCRIPTION}	What you do	"Supply and deliver steel reinforcement materials"
{PRODUCT_LIST}	Main products	"Rebar, steel mesh, construction accessories"
{SERVICE_LIST}	Key services	"Next-day delivery, technical support, custom cutting"
{MARKET_POSITION}	How you're positioned	"Leading UK steel reinforcement supplier"
{ADVANTAGE_1}	First competitive edge	"Speed & Reliability"
{ADVANTAGE_1_DETAIL}	Explanation	"Next-day delivery to mainland UK"
{ADVANTAGE_2}	Second competitive edge	"No Minimum Orders"
{ADVANTAGE_2_DETAIL}	Explanation	"Same professional service for all order sizes"
{ADVANTAGE_3}	Third competitive edge	"Industry Credibility"
{ADVANTAGE_3_DETAIL}	Explanation	"Trusted by major contractors like Kier Group"
{ADVANTAGE_4}	Fourth competitive edge	"Competitive Pricing"
{ADVANTAGE_4_DETAIL}	Explanation	"Price-beating guarantee on written quotes"
{MAJOR_CUSTOMER_1}	Key customer reference	"Kier Group"
{MAJOR_CUSTOMER_2}	Key customer reference	"Balfour Beatty"
{MAJOR_CUSTOMER_3}	Key customer reference	"Local authority projects"
{INDUSTRY_POSITION}	Market standing	"Recognized supplier for emergency steel delivery"
{YEARS_OPERATING}	Time in business	"15 years"
{TRACK_RECORD_EXAMPLES}	Proof points	"Over 10,000 successful deliveries"
{BRAND_TRAIT_1}	Brand characteristic	"reliable"
{BRAND_TRAIT_2}	Brand characteristic	"professional"
{BRAND_TRAIT_3}	Brand characteristic	"customer-focused"
{PRIMARY_VALUE_PROP}	Why customers choose you	"we deliver on promises when timing is critical"
{PRIMARY_GEOGRAPHIC_AREA}	Main coverage	"Greater London and South East"
{FULL_SERVICE_COVERAGE}	Complete coverage	"Mainland UK with next-day delivery"

Placeholder	Description	Example
{GEOGRAPHIC_SPECIALTIES}	Special coverage features	"Same-day delivery within 30 miles of London depot"

QUALITY CHECKLIST:

- All placeholders replaced with factual information
- No behavioral instructions ("always say," "never mention")
- Natural, conversational language throughout
- Competitive advantages are specific and provable
- Customer references are accurate and permissible to mention
- Geographic coverage matches actual capabilities