

# TEMPLATE 1: COMPANY OVERVIEW

File: `{COMPANY_SLUG}_overview.md`

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

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## {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
<div>{GEOGRAPHIC_SPECIALTIES}</div>	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