

Company Profile Template





Company Profile Template

As you've seen in [this article from IMPACT](#), your company profile can be as simple or elaborate as you like.

This template will outline all of the basic information you should include, but when designing your document or page, remember your audience and what they would want to see and read. Most importantly, stay true to your brand!

Company Information and Contact Details

- **Business Name:**
- **Mailing Address:**
- **Phone:**
- **Email:**
- **Website:**
- **Business Type:**
- **Annual Revenue:**
- **Total Number of Employees:**
- **Primary Line of Business:**
- **Primary Audience:**

Leadership/Management Team

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Company Overview

Brief History:



Summary of Primary Offering:

Describe your primary line of business; what generates revenue for your organization?

- **Products**
- **Services**
- **Pricing Structure**

Details:

- **Purpose:**
- **Vision:**
- **Mission statement:**
- **Core values:**
- **Goals:**

Audience Overview:

Workforce

Key Processes

Company Achievements/News



Present Conditions

**Need Help Building Your Company Profile
or a Full Website Redesign?**

[Talk to IMPACT](#) about redesigning your website on the HubSpot Website Platform.

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