### **HOW TO WRITE A BUSINESS PROFILE SAMPLE**



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Western Digital took a different approach with their company profile, sharing a short letter written from the CEO about its company. The letter ultimately accomplishes the same thing as other profiles (telling you what the company does, who its customers are, a brief history), but having it presented as personal note from the company's leader adds a human touch.

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# To write a business profile, use a standard font that's easy to read, and keep your profile short so potential customers aren't overwhelmed or bored by it. Also, avoid using a lot of technical jargon or flowery language so that people can easily understand your profile.

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#### **Company Profile Examples Make a Powerful Impact**

A well-written company profile is an effective way to introduce the business to the potential customers and other stakeholders. A company profile is a professional introduction of the business and aims to inform the audience about its products and services.

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And the following steps will offer the guidance for your writing. 1. Collecting and Organizing the Information. The basic information of the company should be placed first, including the company name, the year established, the primary business, the principle, the contact info, and the website.

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A company profile is a good way of demonstrating what the company is all about. It will usually contain all of the essential information such as their history, mission statement, vision statement, products/services, company hierarchy, and so on.

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How to Write a Small-Business Profile. By Colleen DeBaise October 13, 2012. Entrepreneurs are a fascinating lot. Think of the computer whiz who invented a social network from his college dorm or the traveling salesman who turned fast-food burgers into the world's most popular restaurant chain.

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How to Write a Basic Company Bio for New Companies by Barbara Bean-Mellinger; Updated June 30, 2018. So, your company profile needs to have a more conversational tone, as if you are talking to http://ebookslibrary.club/download/How-to-Write-a-Basic-Company-Bio-for-New-Companies-Chron-com.pdf

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