

FAST FACTS 22: PREPARING A BUSINESS PROFILE

A business or company profile is a marketing document designed to catch the attention of and inform potential purchasers about your goods or services. It must be more than just an advertisement; it must provide a convincing argument of why a potential purchaser should deal with your business.

The **profile** is a succinct, honest and accurate statement of who you are, what you provide, how you are structured and governed, your principle policies and procedures, your trading history and financial viability.

The aim of your business profile is to influence the purchaser's decision by demonstrating your credibility and convincing potential customers that you can offer:

- certainty of supply
- quality
- value for money
- minimal risk

The following checklist can be used to help you source the information you will need when preparing your company profile.

Company particulars

- Trading name
- Company logo
- What the business supplies
- Parent company (if relevant)
- ACN (if applicable)
- Australian Business Number (ABN)
- Names of principals
- Contact details:
 - postal address
 - street address (physical)
 - phone
 - fax
 - email
 - web page
- Number of employees
- Staff turnover rate (if this is an advantage)

FAST FACTS 22: PREPARING A BUSINESS PROFILE

- Professional memberships
- Industry accreditations held (with copies of relevant documentation)
- Registrations and licences held (especially if you hold any specialised certifications).

Financial viability

- How long in existence
- Average annual turnover or annual growth
- Copy of last years' financials (or auditor's statement of financial viability)
- If you are a new business, find a way to demonstrate viability (eg, if you hold 90 per cent equity in the business and have a low overdraft)
- Bank contact details (clients may have their bank talk to your bank, so it is wise to contact your bank manager in advance. You may also need to sign a consent form for the release of information)
- Contact details for your accountant (after notifying your accountant)
- Ability to carry a debtor for a specified period of time (eg, 60 days)
- Any other information deemed appropriate and advantageous.

Capabilities and capacities

- Specific products or services provided
- Equipment owned and operated
- Details of any specialist equipment or trades
- Staff qualifications (include apprentices)
- Track record (demonstrate your ability to meet contracts up to a certain value)
- Highlight specialist skills and experience (eg, expertise in remote locations or difficult conditions)

Trading history

- Previous contracts held, including any government or major contracts
- Significant achievements in servicing these contracts (eg, completed under budget)
- Testimonials
- Details of any preferred supplier status
- Industry awards received

Insurance details

- Public liability
- Professional indemnity
- Workers compensation

FAST FACTS 22: PREPARING A BUSINESS PROFILE

Corporate governance

Corporate governance explains your attitude and approach to your business, and influences your organisation's workplace 'culture'. The aim is to assure potential purchasers that you have policies and procedures in place to meet your legislative requirements and thus provide a quality, low risk job.

Quality management

- Documented processes (eg, checklists)
- Trade / professional accreditations
- Processes must be practised in the workplace

Occupational health and safety

- Your business is Occupation Health and Safety (OH&S) aware, trained and compliant
- Understand legislation and regulations
- Show how you actively manage safety in your workplace (eg, staff training, signage, safety barriers, incident reporting procedures, plant maintenance and inspection schedules)
- Injury-free days (reflects safety 'culture' in the workplace)

Environmental policy

- Understand legislation and regulations (contact the Northern Territory Department of Natural Resources, Environment and the Arts)
- ISO 14000 offers guidance to help formulate your policy
- Chamber of Commerce NT has a voluntary Code of Practice, and also offers advice.

W: www.chambernt.com.au

Industrial relations

- Compliance with Awards, Workplace Agreement or Certified Agreement
- Documentation regarding allowances paid, fringe benefits, etc.
- Details of induction processes etc (demonstrate how you inform employees of your industrial relations policies)

Layout and production

- Quality – professional appearance
- Attract the reader's attention
- Provides all key information
- Accurate and honest
- Well written and logical
- Spelling and grammar (have it proof read several times)
- Print sufficient copies to be able to freely distribute.

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Distribution

- Existing and potential clients
- Northern Territory Industry Search and Opportunities Office (NTISO)
- Submit with all tenders
- Web page
- Email

For more information refer to other Fast Facts in this series or contact:

Territory Business Centre

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