

Company profile

Company name:

Introduction

Your company has a unique opportunity of having somebody to promote you abroad. For that reason you have to prepare good information about your company and present all the arguments and competitive advantages to help them. Please fill in all the questions as professionally as possible. If you don't know some answers, do some research or work it through with your colleagues. Remember, more professional your information, more easier it is to find you a partner!

General information

1. **Address:**
2. **Phone:**
3. **E-mail:**
4. **Web page:**
5. **Languages spoken:**
6. **Contact person (e-mail, mobile phone, languages spoken):**
7. **Number of employees:**
8. **Yearly turnover (last year):**
9. **Percentage of export in total turnover:**
10. **Export countries:**
11. **Company was founded:**

Company

12. Main activities and key competences

What are

a) main activities of your company

Our company specializes in

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b) strongest areas (do not list more than 1-2 areas). Use right keywords that might catch potential partners' interest.

Our strongest capability is

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13. Main products and/or services

List those which have the best export potential and competitiveness and are most likely to sell well.

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14. Production capacity

State what is your production capacity of your main product today. How much it can be increased within 6 months.

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Network

15. Clients

Do you have any important clients to point out, that can be used as references to stress your company reliability and success? What are the most important projects you have completed?

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16. Main partners

Do you have any important cooperation partners to point out, that can be used as references to stress your company reliability and success?

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Sales Pitch – your company introduction

Summarize your company introduction into a clear sentence that can be used to introduce you to potential partners. Answer the following 3 questions: a) **what** are you doing, b) **to whom** is it directed (what kind of clients), c) **why** is it needed? Use important **keywords** that catch your clients' attention. Imagine someone else using this sentence to present your company. It has to be clear, short and precise. Do not exceed 20 seconds!

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Expectations to a potential partner

Describe in a free form the partner you are interested to have. That will help to search and find you right companies. Please fill as detailed as possible. It is much easier to find you partners according to a detailed and specific partner profile than according to a general wish.

- Company size (turnover, employees, relative size among competitors, etc.)

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- What should be their main activities?



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- What are their key competences?
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- What kind of products/services do they offer?
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- Who are typical clients, what kind of market segments are served?
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- What kind of geographical area is covered?
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- What should their image be on market? What should they be known for among their client?
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