COMPANY PROFILE
"Profiled for Prosperity"

FREE CHECKLIST

The Company Profile Checklist

Everything to prepare before you write or update your company profile. Tick each item as you collect it, then send the material to whoever will write and design your profile.

1. Before you start

- [ ] Why you need the profile: tenders, new clients, banks, investors or partners
- [ ] Who will read it, and what they must understand in two minutes
- [ ] Language: English, Kiswahili, or both
- [ ] Format: PDF to send, printed booklet, or both
- [ ] Your deadline, and who in your company will approve the draft

2. Company information

- [ ] Registered company name and trading name
- [ ] Certificate of incorporation or business name registration
- [ ] TIN and VAT registration, if applicable
- [ ] Year established, head office and branches
- [ ] Vision, mission and core values
- [ ] Ownership and company structure (optional)

3. Services and products

- [ ] Full list of services or products, in order of importance
- [ ] One or two sentences on each service: what the client gets
- [ ] Industries and types of clients you serve
- [ ] Areas you cover: regions or countries
- [ ] What makes you different: speed, quality, equipment, experience

4. Projects, clients and experience

- [ ] 5 to 10 selected projects: client, location, year, scope
- [ ] Value range of projects, if you are comfortable sharing it
- [ ] Client names and logos, with their permission
- [ ] Reference letters or completion certificates
- [ ] Short client feedback you can quote, with permission

5. Team and leadership

- [ ] Directors and managers: name, role, qualifications, experience
- [ ] Key technical staff and professional registrations
- [ ] Number of employees (approximate is fine)
- [ ] Organisation chart (optional)

6. Certificates, licences and memberships

- [ ] Sector licences and registrations (for example contractor class)
- [ ] Quality, safety or environmental certificates
- [ ] Memberships of professional bodies or associations
- [ ] Awards and recognitions

7. Photos and visual material

- [ ] Your logo in the best quality you have (vector or PNG)
- [ ] Brand colours, if you have them
- [ ] Photos of your team, office, projects, products and equipment
- [ ] Use real photos where possible: they build more trust than stock images

8. Contact details

- [ ] Office address and map location
- [ ] Phone, WhatsApp and email (use a company email if you have one)
- [ ] Website and social media pages
- [ ] Name of the contact person for enquiries

9. Design, printing and sharing

- [ ] Number of pages you expect (most profiles are 8 to 20 pages)
- [ ] Printed size (usually A4) and paper finish, if printing
- [ ] A smaller PDF version to send on WhatsApp and email
- [ ] Who will update the profile, and when (we suggest once a year)

Want us to prepare it for you? Send this material to Company Profile TZ and we write and design your company profile in English, Kiswahili or both. WhatsApp +255 755 513 015 · www.companyprofile.co