

# Technews Publishing

## Company profile

The purpose of the company profile is to give an overview of the company, where it came from and what it does. We give a bit of history for context, but focus on the current operations/products/goals/etc. of the company.

1. Name of company
2. Why and when the business was started
3. You are in business to ...
4. History of the founders and the company, ie, what led to the formation of the company
5. Your target market
6. Your USP
7. Why do people do business with you?
8. Specific products and/or services on offer
9. How will people remember your company?
10. Insights into why you do what you do and how you want to impact the market
11. Project where you see the business in 5 or 10 years

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***'Facts are sacred; comment is free'***