

Company Profiles

(for customers, prospects, competitors, partners, distributors, acquisition targets, etc.)

Corporate Info	Company Description, History, Key Milestones, Organizational Structure, Strategic/Financial Plans, Technology Achievements/Developments, Addresses, Websites
Financial	Finances, Key Acquisitions, Investments, Funding, Investments by Departments
Strategy	Corporate Strategy, Business Model
Legal	Intellectual Property, Legal Issues, Licensing
Geographical Markets	Geographic Distribution of Sales, Worldwide/Regional Presence
HR-Related	Head Count, Recruiting/Layoffs, Benefits/Compensation Plans/Stock Options, Corporate Culture, Key Personnel, Board Members
Facilities	# Facilities, Size, Own/Lease
Marketing	Strategy, Messaging/Positioning, Perceived Competitive Advantage, Website Info, Advertising, Branding, Marketing Claims, Social Media Audit
Suppliers & Partners	Supplier Info, Partnership Programs, Specific Partners, Distributor Info
Customers	Target Market, Size of Customer Base, Specific Customers
Competitors	Identity of Competitors, Segmentation
Pricing	Pricing, Sales Tactics
Memberships / Events	Memberships, Affiliations, Exhibiting at Shows/Conferences
Awards	Awards, Achievements
Products / Solutions	Product Info, Solution Info, Technology/R&D, Plans for Future
Services	Professional Services, Training, Customer Service, Technical Support
Trade Shows	Reports from Visits at Events