

# Company Profile

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**Company  
Profile**

**Corporate-  
Identity**

Concise  
description  
which, among  
other items of  
information,  
includes:

Firm's history;

Number and quality of its human,  
financial, and physical resources;

Organizational and management  
structure;

Past, current and anticipated  
performance; and

Its reputation, and the standing of its  
goods or services.

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Combination of color schemes, designs, words, etc., that a firm employs to make a visual statement about itself and to communicate its business philosophy. It is an enduring symbol of how a firm views itself, how it wishes to be viewed by others, and how others recognize and remember it.

Unlike corporate image (which is 'in there' changeable mental impression), corporate identity is 'out there' sensory-experience conveyed by things such as buildings, décor, logo, name, slogan, stationery, uniforms, and is largely unaffected by its financial performance and ups and downs in its fortunes.

Corporate-identity is either strong or weak (not positive, negative, or neutral like a corporate image) and is more or less permanent unless changed deliberately.

# Corporate-identity

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# **A clear vision and mission statement, objectives, and business description are important points of departure**


The vision is what guides your social enterprise and energizes your stakeholders; it is the “big picture” illustrating what you expect to achieve.

The mission statement defines who you are and where you are going.

The objectives give you tangible milestones by which to get there.

The business description summarizes your business profile and asserts what business you are in.

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**SUGGESTED THAT ALL KEY  
STAKEHOLDERS PARTICIPATE IN THIS  
STAGE OF BUSINESS PLAN  
DEVELOPMENT.**

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