



CREATING A GOOD COMPANY PROFILE

FOR BUSINESSES SELLING INTO
THE CONSTRUCTION MARKET

BCI ASIA



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As you would have read in our e-Book, "Converting a Lead into a Tendering Opportunity", one of the most underused channels for main contractors to get involved in projects is by submission of a company profile to express their interest in the project. This is intended to demonstrate that you have the capability, experience and capacity to undertake an upcoming construction contract. A good company profile provides a structure that makes it easier to review competent main contractors, saving the developers and their team time and resources. From there, main contracts can be shortlisted and invited to bid for the project, typically through a formal tender. Hence it is very important that main contractors have an effective company profile document

As well as for shortlisting main contractors for tenders, developers and their consultant teams can use a company profile to:

- Establish panels of service providers for contracts on an ongoing work program
- Identify applicants with the best proposals, usually for more complex projects

For larger projects, there may be additional pre-qualifications following the submission of an expression of interest. This might involve company financial checks, and even pre-tender interviews.





TIP: Highlight your unique capabilities and illustrate why you are the right fit for the job. This is your chance to start a conversation in the direction you want it to go.

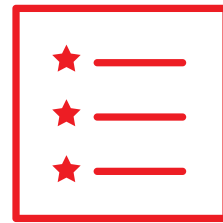
OBJECTIVES

As a main contractor, there are two main things you want to aim for with your company profile:



DECLARING YOUR INTEREST

A company profile is an unofficial declaration of your interest in participating in the project. A well-presented, clearly formatted and succinct document will have a better chance of attracting a developer's attention and help propel you to the top of the pile.



GETTING ON THE SHORTLIST OF INVITED MAIN CONTRACTORS

Your company profile can be instrumental in reinforcing existing relationships and building new one. This document can be a starting point in a conversation as well as help the developers/owners form their assessment of you. As you follow up after your submission, use the company profile to establish an in-depth discussion about the project requirements. This will help you achieve your top priority: Getting on the list of invited main contractors.

WHEN IS IT APPROPRIATE TO SEND AN COMPANY PROFILE?

Generally speaking, there are two particularly relevant times when you can send a company profile.

1 EARLY STAGE

(Concept, Design Stage)

At a very early stage, perhaps even before the design is completed, a main contractor can send a company profile to the developer to introduce themselves. This also serves as a form of advertising; attracting attention and showcasing your general experience. Because the details would be quite sketchy, your company profile is not going to be too project specific. However, there is the potential for early engagement in a Design & Construct capacity and it would be appropriate to include details of your previous experience in these types of projects.

TIP: As project details will be limited while the design is being developed, do your research on the developer and architect and their aspirations and expectations.

2 LATER STAGE

(Documentation, Tender Stage)

TIP: Although the stakeholders might have past experience and relationships with main contractors they have worked with, they will still be looking to add more potential firms into their list of select tenderers to get the best proposal.

Invitations to register interest in tendering will sometimes be advertised; however, a company profile can also be sent while the architect is working on the project documentation in case the developer does not advertise for prospective tenderers. The design is usually finalised by this time and main contractors with relevant experience on similar types of projects would be preferred to ensure that they are capable of achieving the goals of the developers and architects.

TIP: When a project is advertised and if a project brief is provided, be sure to read the fine print such as the details of the evaluation criteria. In doing so, you will be able to better address the client's requirements in your company profile.



KEY ITEMS ON A COMPANY PROFILE

You should now be quite confident of your goals for the company profile; when to send it and to whom. Now let's see what key items should generally be included in a company profile. Different tendering administrators can require different formats with different content, but some items are quite common to most company profiles.



The first section, usually an introduction, would comprise details establishing your legitimacy and declaring the basics.

1) REQUIRED CRITERIA

• Legal entity, financial capacity

This would include your business name and registration information (such as government company registration number, main contractor's class license etc.), banking details, financial standing and the contact details for the person responsible for the company profile. This will ensure the authenticity of the submission and allow developers to get in touch whenever necessary. Ensure you include everything as requested by the tender administrator.

• Work Health and Safety Management, Environmental Management and Quality Assurance

Appropriate accreditation and other evidence regarding your site operational procedures should be included. For example, if you have records of how many man-hours have been worked accident-free then this is worth mentioning.

The next section should be about showing your capabilities. Put in as much information as you think is necessary to get you on to the shortlist. Do note that you should not put every piece of detail you have for your company. The more customized this section is towards the project you are writing the company profile for, the higher your chance of getting selected. A few of the things to include are:

2) PROJECT SPECIFIC CRITERIA

• Organization's experience, abilities and accomplishments

Here you need to demonstrate that you have what it takes to do the job well based on your successful completion of similar projects in terms of size, nature and complexity.

Dedicating a section in your company profile to showcase relevant project references and testimonials from previous jobs will be a big differentiator for you.

- **Experience, capabilities and accomplishments of key personnel involved**

The developer will want to be confident that you will be assigning the right people to the project. Include the composition of your building team; the key personnel, major consultants and their relevant qualifications and experience.

TIP: Avoid adding too much information that is not relevant to this specific project.

3) TASK APPRECIATION

- **Understanding of the requirements for the delivery of the project**

In this section, you will need to address any special concerns as raised by the developer – remember the earlier reference to the fine print. For example, if there are heritage issues or perhaps there would be benefit in practical completion ahead of schedule.

One way you can give the developers a clear picture of your understanding is by putting together a brief plan of how the work will be carried out and a general guide on the building timeline.

Developers are sometimes looking for more

than your ability to build to specification. They are also looking for your experience, problem solving skills and insights on building efficiency.

TIP: Make it a point to highlight your strengths and what makes you a standout wherever possible. Good differentiators you can consider putting in include your track record, client lists, certifications/ accreditations and awards or experience.

In your final reviews of your company profile document, consider how well it leveraged on the information you have about the project and the development team. When you have submitted the company profile, it will have to stand alone for the evaluation so make sure it clearly “ticks all the boxes”. Also make sure that the simple things are taken care of – like spelling the developer’s and architect’s name correctly. Make sure your company’s identification is clear and consistent.

TIP: Presentation can help a document be easier to read, be visually attractive and stand out among a pile of others.

EVALUATION OF THE COMPANY PROFILE

If the company profile is submitted at an early stage of the project, the outcome of the evaluation is unlikely to be conclusive but can be considered successful if it initiates a dialogue during the course of the project through design development. This can put you in “pole position” for the main contractor selection process.

The evaluation of the company profile at pre-tender stage, however, will be far more brutal – you will either be on the list or you won’t!

Your company profile would usually be looked at by some form of committee gathered by the developers comprising of people familiar with the project, with relevant skills, experience and expertise. Some tender administrators specify particular evaluation criteria, so if you have read the brief thoroughly you would have addressed these in such a way as to optimise any scoring that might be applied.

Now all you can do is take a deep breath and cross your fingers!

CONCLUSION

The company profile is your first step towards creating a good image, starting a conversation around possibilities and eventually being invited to tender for a new project. A good company profile has a logical structure that highlights your organization’s unique capabilities and demonstrates that you are the right firm for the job. A good company profile differentiates you from your competitors and puts you on the list of shortlisted firms to be invited for tender. By getting the basics right, developing a system with good templates and including only relevant information for specific

projects, you will improve your chance of getting a response from developers. This puts your firm in a better position to win more jobs.

But should you not be successful, be prepared to ask why not - because if you can learn from assessors first hand on how to improve your company profile, then you have not come away empty-handed. Continuously strive to improve your company profile to ensure that you optimise every opportunity that comes your way!

TIP: Each company profile can be quite different based on the criteria from each developer. To help you develop relevant profiles and save time, have a document with a templated series of well written “answers” (e.g. project references, references etc.) and a good library of project and team photos. You can then paste or delete accordingly into each company profile.



If you would like more information on this topic or are interested in finding out more about what BCI does and how it can help you focus on your success in the construction business, visit www.bciasia.com to submit an enquiry or call our local office at:

Hong Kong: +852 25380011
Indonesia: +62 21 8370 8731

Malaysia: +60 3 76611380
Philippines: +63 2 7201224

Singapore: +65 65386836
Thailand: +662 0902100 to 06
Vietnam: +84 28 6256 1010