

## 2010 Business Network

### How to Create a Powerful Profile

Your 2010 Business Network profile is more than just an entry in a supplier database; it is your marketing platform to introduce your company to potential 2010 buyers, partners and customers. It is to your advantage to create a professional, concise and well-written profile on the 2010 Business Network. The following steps and tips are outlined as a guide to creating a powerful and effective company profile.

#### Step 1: Contact Details

- Company Information
  - ✓ Only one 2010 Business Network registration per company or business unit is permitted.
  - ✓ Include alternate company names in parentheses, if applicable.
  - ✓ Enter your company website address, if applicable. This will direct interested parties to your website to find further information about your company.
- Contact Information
  - ✓ Provide an accurate, personalized email address to ensure that interested parties can contact you directly (e.g. janedoe@biz.com rather than info@biz.com).
- Reference
  - ✓ Ensure that the reference provided is a reputable organization and easily verifiable by third parties. In general, local chambers of commerce and industry associations as well as major clients are accepted.

#### Step 2: Company Profile

- Company Vitals
  - ✓ If your company offers multiple products, select the category that best describes your industry.
  - ✓ Select the appropriate export sales percentage from the drop-down list. This section is especially important if your company is export-oriented as it allows the 2010 Commerce Centre to effectively target companies that would benefit from international business development programs.
- Industry Classification
  - ✓ Choose the most specific code using the drop-down menu to accurately categorize your company.
  - ✓ To help you find the best industry classification (code) for our system, go to <http://stds.statcan.gc.ca/naics-scian/2002/ns-rn-eng.asp> and perform a keyword search.
  - ✓ Make a note of the industry classification examples that are most pertinent to your business type, and then select the best corresponding option in the 2010 Business Network.
  - ✓ You can compare the classification codes of companies within your industry by searching for them here: <http://www.2010commercecentre.com/SupplierOrPartner/Search.aspx>
- Profile
  - ✓ Include all relevant key words associated with your company and its products/services within the text of your profile. This ensures that your company will be returned as a match during relevant keyword searches.
  - ✓ Include the following: an overview of your products/services and what is unique about them (price, quality, design, etc.); types of clients served; and where you are currently doing business.
  - ✓ Include certifications or special awards that your company has received if applicable. This adds credibility to your profile.
  - ✓ It is recommended to have 3-5 concise paragraphs.

- Strategic Business Goals
  - ✓ Outline your company's business goals for the future. Some questions to think about while entering this information would be:
    - Are you seeking certain types of buyers, distributors, foreign partners or investors?
    - Are you pursuing licensing or subcontracting opportunities?
    - Are you targeting any specific export markets or focusing on any particular products/service line/

### Step 3: Sustainability Information

VANOC, the Olympic Movement in general, corporate sponsors, and other buyers worldwide are committed to procuring products and services from companies that are strongly aligned with their sustainability objectives. For example, when VANOC scores RFP submissions, the sustainability component of the assessment carries significant weight. It can make the difference between winning and losing a bid. Successful companies take time and energy to develop strong sustainability plans, which give them a competitive advantage when pursuing 2010 bids or other procurement opportunities.

- Aboriginal Participation
  - ✓ Indicate the level of Aboriginal involvement in your company by answering the questions regarding ownership and employees.
  - ✓ For additional information on Aboriginal participation and sustainability, click on this link: <http://www.2010commercecentre.com/BusinessPlanning/GamesBusinessEnvironment/Sustainability.aspx>
- Sustainability
  - ✓ VANOC promotes six sustainability performance objectives that are based on bid commitments, best management practices of other Olympic Organizing Committees, as well as input from sustainability experts and stakeholders. To view these objectives, click here: <http://www.vancouver2010.com/en/Sustainability>
  - ✓ Select all the checkboxes pertaining to sustainability that apply to your organization's business practices.
  - ✓ Social or Environmental purpose for business:
    - If your company has sustainability objectives incorporated in its business plan, outline these objectives here.
    - Highlight the sustainability programs or initiatives that your company engages in and the reasons for incorporating these programs.
    - Similar to your company profile, this textbox is limited to a maximum of 300 words.

Need additional help? Contact us at (604) 660 – 2020 or by email at [2010BusinessNetwork@gov.bc.ca](mailto:2010BusinessNetwork@gov.bc.ca)