

# Company Playbook

Your Company Name



[Click here to get the best PPT templates!!](#)

# Contents

## Table of Contents



### 01

#### Introduction

- › Company Overview
- › Mission & Vision & Values
- › Geographical Presence
- › Key Drivers for Business Growth
- › Product & Services Offerings

### 02

#### Business Model

- › Ecommerce Model
- › Revenue Model

### 03

#### Production Process Flowchart

### 04

#### Business Financials

- › Business Projections
- › Budget
- › Revenue Generation
- › Loan
  - Loan Summary and Consortium
- › Investor
  - Funding Summary
  - Investor Profile

### 05

#### Marketing

- › Market Analysis
- › Buyer Persona
- › Marketing Strategies
- › Cost Benefit Analysis of Marketing Strategies

### 06

#### Human Resource

- › Employee Recruitment Process
- › Workforce Training Process Roadmap

### 07

#### Business Incorporation

- › Business Structure
- › Business
  - Name
  - Registration
  - Licensing and Permits

### 08

#### Our Clients

### 09

#### CSR

- › Three CSR Pillars
- › CSR Initiatives Impact on Firm's Wellbeing

[Click here to get the PPT template!!](#)

# Company Overview

The purpose of this slide is to provide glimpse about the firm's background, accreditation and capabilities in order to determine the current scenario of firm's performance.



## Capabilities



Key Offerings



Key  
Projects Handling



Milestones Achieved  
in Offering/Production

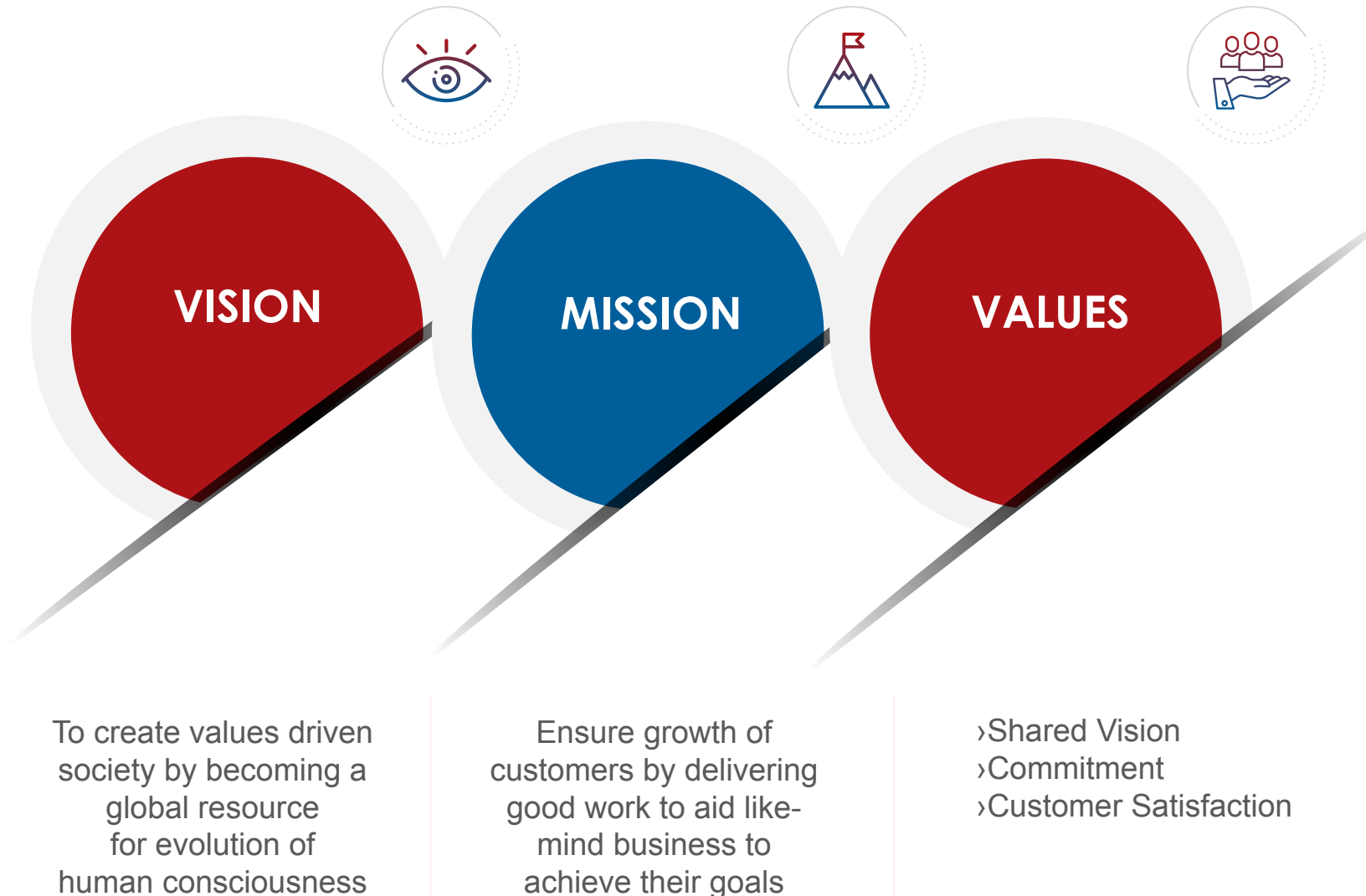
## Accreditation >>>>

Mention details about key accreditations of the firm

[Click here to get the PPT template!!](#)

# Mission and Vision and Values of Firm

The purpose of this slide is to provide glimpse about the firm vision and mission statements and the core values that firm believes



This slide provides information about firm's mission and vision statement along with core values. User can make alterations in this slide according to their requirement.

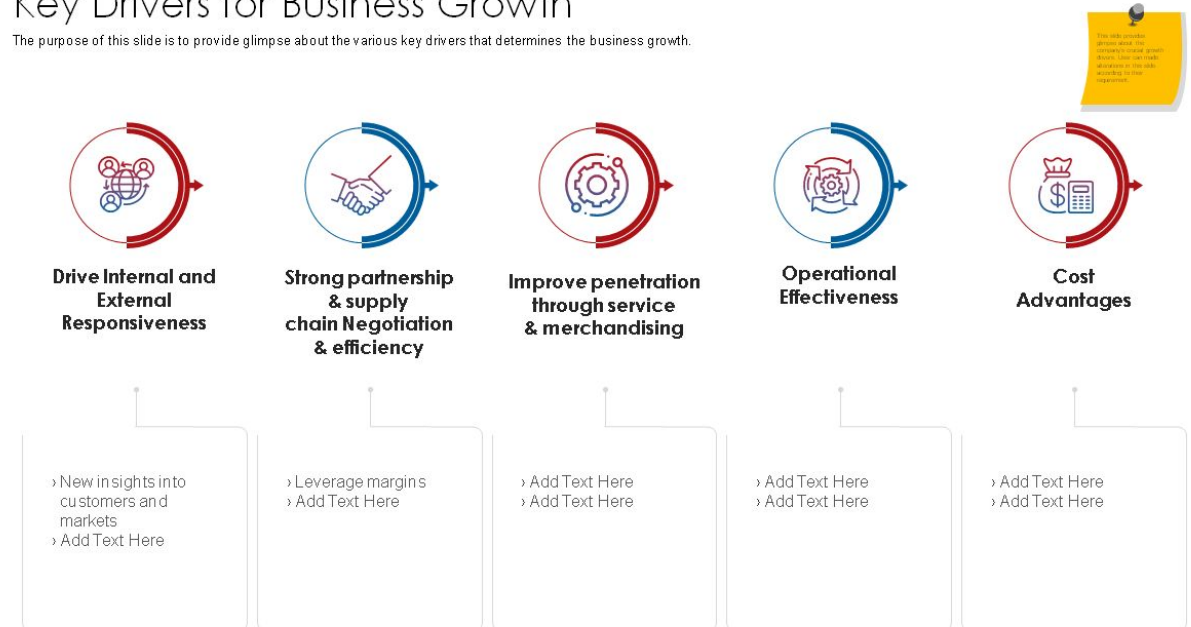
**Click here to get the PPT template!!**

- **A company playbook** is a document that details a company's fundamental processes and practises.
- Essentially, the company's business playbook can be used by the employees as a reference guide to find all of your company's best practises, policies, and standard operating procedures (SOPs).

8

## Key Drivers for Business Growth

The purpose of this slide is to provide glimpse about the various key drivers that determines the business growth.



This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

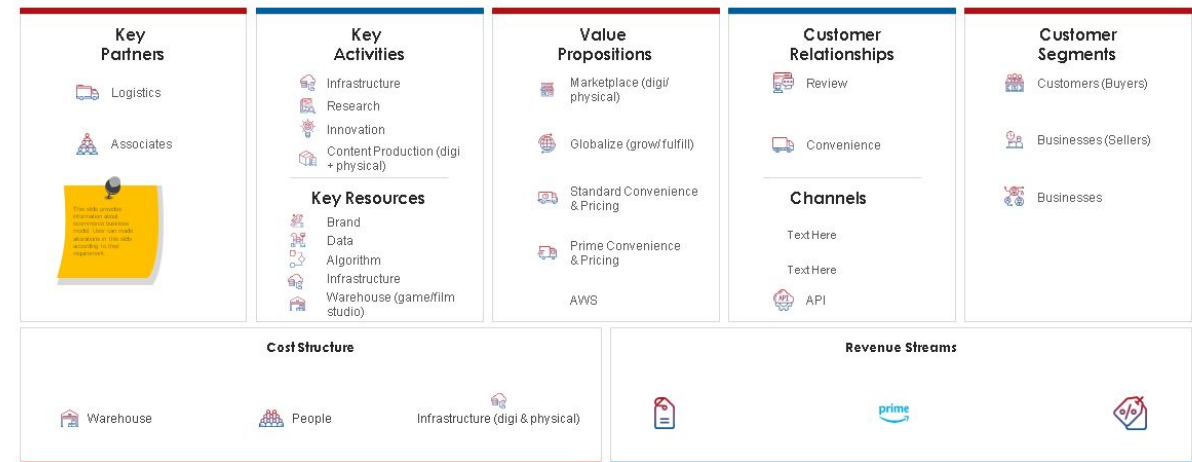
**Click here to get the PPT template!!**

→ Electronic commerce, sometimes known as **eCommerce**, is a business model that allows businesses and customers to buy and sell items online.

→ Six primary eCommerce business models exist: B2C stands for business-to-consumer. B2B (business-to-business) B2G (Business to Government)

## 11 Ecommerce Business Model

The slide shows the business model of ecommerce platform which displays the cost incurred and the various sources of income along with key partners, value propositions, etc.



This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

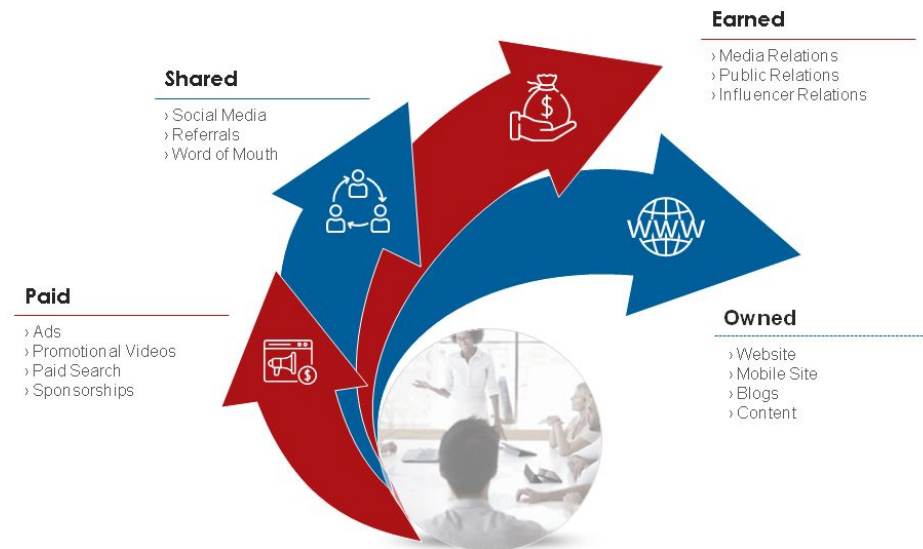
[Click here to get the PPT template!!](#)

- **A marketing strategy** is a long-term plan for attaining a company's goals through consumer understanding and the creation of a distinct and sustainable competitive advantage.
- It includes everything from determining who your customers are to deciding how to approach those people.

25

## Various Marketing Strategies

The purpose of this slide is to provide the information regarding the different marketing strategies that firm perform.



This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

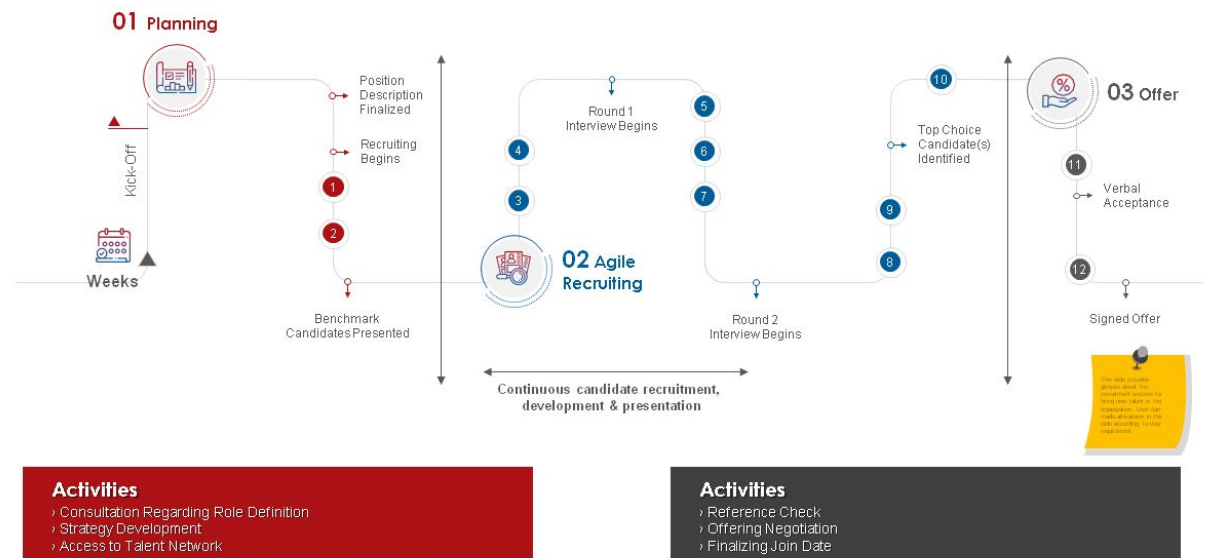
**Click here to get the PPT template!!**

- **Employee recruitment** is the process of attracting, sourcing, screening, interviewing, and hiring qualified candidates for an organisation.
- It begins when a hiring manager creates a job requisition for a backfill or a new role and continues until the new hire is effectively onboarded into the role.

28

## Employee Recruitment Process

The purpose of this slide is to provide the information regarding the standard procedure that takes place for the recruitment of new talent in the organization.



This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

**Click here to get the PPT template!!**



# FAQs



## What does a playbook include?

- Playbooks, for example, often feature information about the firm, products, and services.
- They also provide brand guidelines and show salespeople how to use the tools and material provided effectively.

[Click here to get the best PPT templates!!](#)

## How can I put together a company playbook?

Step 1: Recognise your pain points.

Step 2: Establish a Goal.

Step 3 - Where does a playbook fit within the customer journey? ...

Step 4: Segmentation.

Step 5: Include the Instructions and Actions.

Step 6 : Success Metric for Playbooks.

Step 7 : Follow-ups .

**[Click here to get the best PPT templates!!](#)**

## Which online business model is best?

### B2C business model

- The B2C model has historically been the most successful ecommerce kind since it adheres to the normal retail model.
- However, success in ecommerce implies different things to different businesses and consumers.
- Greater profit margins, larger revenue models, worldwide presence, or the best customer experience could all be indicators of success.

# About Us



- SlideTeam is a premier Research, Consulting and Design agency that develops and templatizes industry processes and best practices, frameworks and models across all industry and verticals to help customers present their strategies effectively and convincingly.
- In addition, Slide Team compiles data and statistics from thousands of sources over a wide range of topics to help customers make intelligent decisions. We develop and present our research in the form of fully editable PowerPoint templates to make it easy for our customers to create presentations based on their individual requirements.
- With a large team comprising of Research Analysts, Statisticians, Industry Experts and Designers spread over 6 countries, SlideTeam now hosts the world's largest collection of Ready to Use PowerPoint templates on all topics and industries.
- Our team consists of professionals from Fortune 500 companies and Top Tier consulting firms involved in the process of researching and designing over a million slides that are available for our users on a subscription basis.
- To Contact Us and set up a Live Product Demo join us [here](#) .

**Click here to get the best PPT templates!!**