

Profile of a company

Plan of the Presentation

I. General information

- What kind of company is it (primary,Pls, Ltd) ?
- Some history, background
- Specialty
- Activities (past and present)
- Company development
- CEOs, their background and qualifications

II. Location

- Location and headquarters
- Premises
- How are the offices laid out?

III. Performance

- The company's slogan and logo
- Its target markets
- The company's market share
- Annual turnover
- Goals
- Investments
- Partnership
- Company's image
- Customer loyalty

EBIT / EBITDA

- **EBIT** (earnings before interest and taxes — прибыль до вычета процентов и налогов)
- **EBIT = profit – (interest) - (taxes)**
- **EBITDA** (earnings before interest, taxes, depreciation and amortization — прибыль до вычета процентов, налогов и амортизации основных средств и нематериальных активов)
- **EBITDA = EBIT – (Depreciation and amortization)**

	млн руб.	
	За год, закончившийся 31 декабря 2014 г.	За год, закончившийся 31 декабря 2013 г.
Adjusted EBITDA	45 860	38 350
Depreciation, amortization and impairment	(17 572)	(13 054)
Operating profit	28 288	25 296
Finance cost, net	(12 058)	(10 934)
Net foreign exchange result	25	77
Share of loss of associates	(37)	(16)
Profit before income tax	16 218	14 423
Income tax expense	(3 527)	(3 439)
Profit for the year	12 691	10 984

IV. Rules and Regulations

- Recruitment policy
- Human Recourses policy (training programs, perks, bonuses)
- Social programs (trade unions, health insurance, retiring scheme, recreation and sport facilities, child-care facilities, paid holidays)
- Office routines (working hours, flexi-time system, any dress code)
- Ethical policy of the company

V. Staff

- Management style
- Employee's career, opportunities
- Team building
- Job satisfaction

VI. Risks

- What risks does the company face?
- Main competitors

VI. Conclusion

- The future of the company
- The most cost-effective way of running the company
- What do you find rewarding and frustrating about working for this company?