

Description of the Company

When a company is started, a description of the company is made, first of all, everything related to the product or service to be marketed is described. At this point it is very important to expose every detail such as: the variety that will be offered, the materials or ingredients that compose it, the production process, the time that will be used to produce it, the number of people directly involved in the process, the unit cost, the plans for the products that do not pass the quality tests.

Apart from describing everything related to the product or service, it also details how the company will be organized, including the mission, vision, values, objectives and everything related to marketing, such as advertising, price plans, sales methods, policies regarding the products to be marketed, such as warranties and service.

The description of the company includes information about the company, the geographical location, the facilities, the equipment and technology available and the estimated time of use, the amount of production that is contemplated, as well as the estimated production in the start-up period and how long it will take the company to produce what is estimated.

Recruitment plans are also included here with a description of the positions and the tasks to be performed by each of the main managers. When talking about human resources, there are many issues that must be considered and included, such as the profiles required for each position, salaries, benefits, vacations, among many others.

It is also important to point out that the company's justification must be very specific about the company's purpose, indicating who it will benefit, and its advantages over the competition.

All this information is presented in detail, it is necessary to have real specific data, since this document can help as a letter of introduction to investors, customers, suppliers and the general public.

Reference:

Robbins, s., y coulter, m. (2005). Administration.
https://books.google.es/books?id=ovhlfmfi_toc&pg=pa231&dq=que+es+la+descripcion+de+la+empresa&hl=es&sa=x&ved=0ccaq6aewagovchmi_sj-obz5xwivbhysch04bwor#v=onepage&q=que%20es%20la%20descripcion%20de%20la%20empresa&f=false