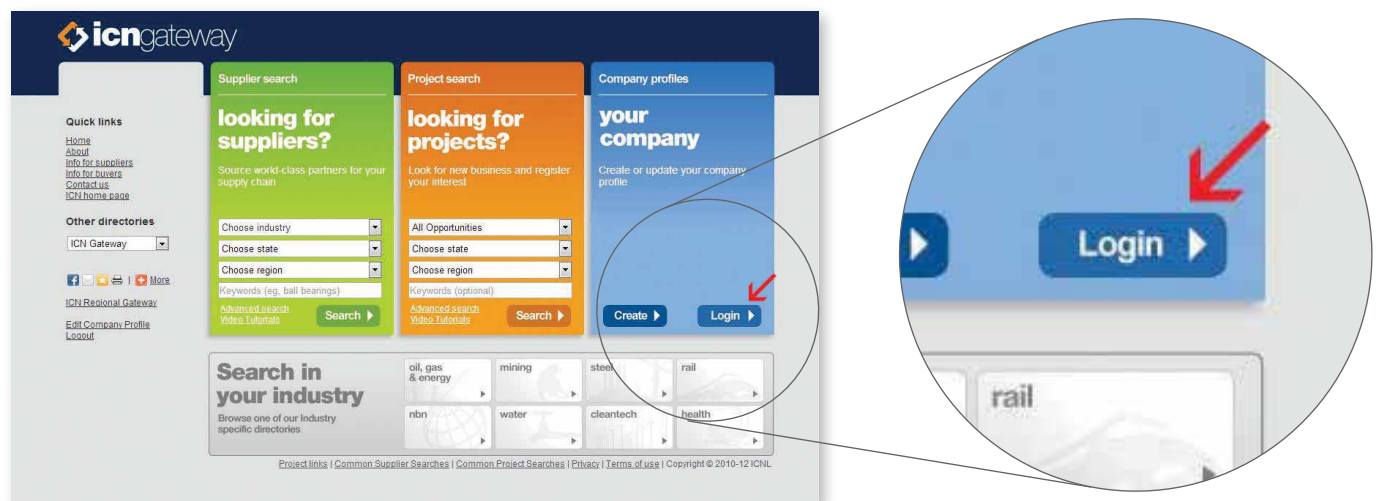


ICN Gateway

Tips for improving my company profile

Your company profile on ICN Gateway is the first point of contact for potential buyers and suppliers. The summary is the face of your profile, it is what buyers and suppliers will see when shortlisting companies they wish to engage. In addition, major clients now require rigorous and comprehensive information from ICN when nominating companies for their projects. Therefore, in order to be nominated for work packages, it is important that you take the time to keep your profile up to date. This guide has been designed to help you improve your company profile.

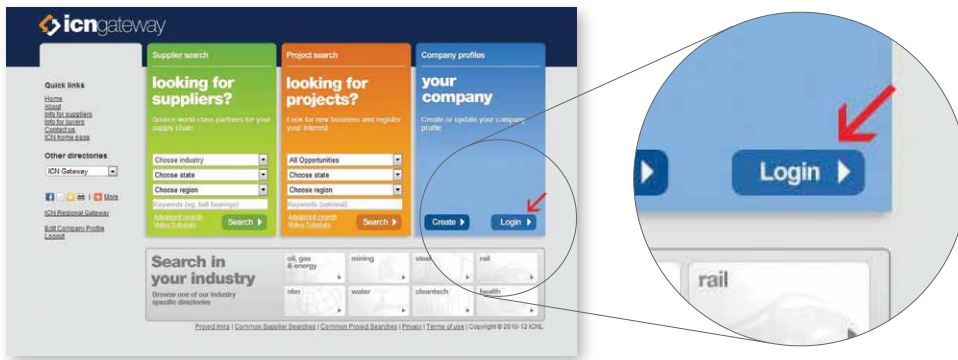
Please note: this is a general guide only. The ICN Gateway directory is only as good as the information you provide.



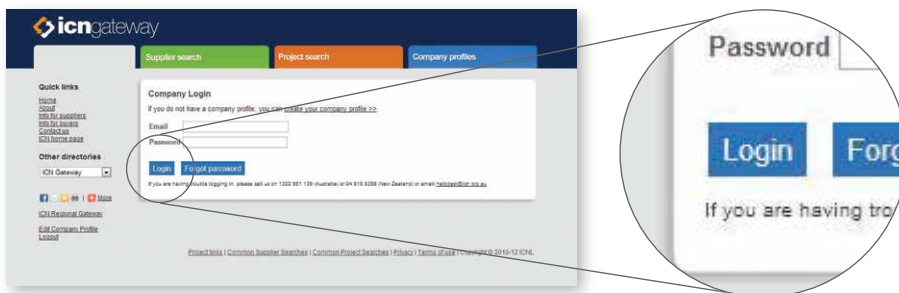
ICN Gateway

Tips for improving my company profile

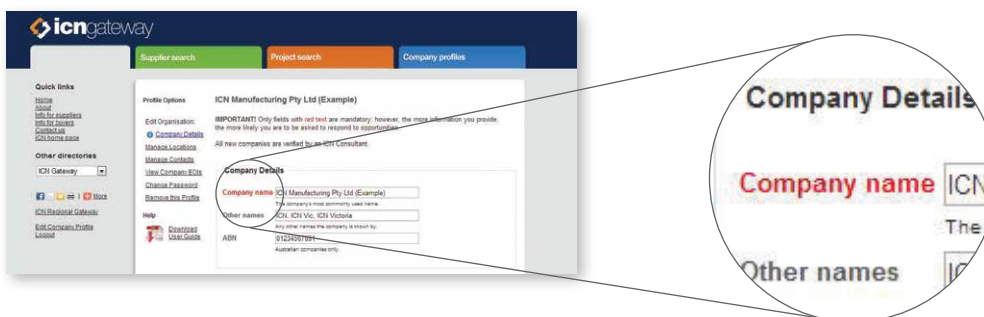
1. To begin editing your company profile, go to www.icngateway.com.au



2. Login using your nominated email address and password. Click **Login** If you have forgotten your password, click on **Forgot password** The system will retrieve your password and email it to your nominated email account.

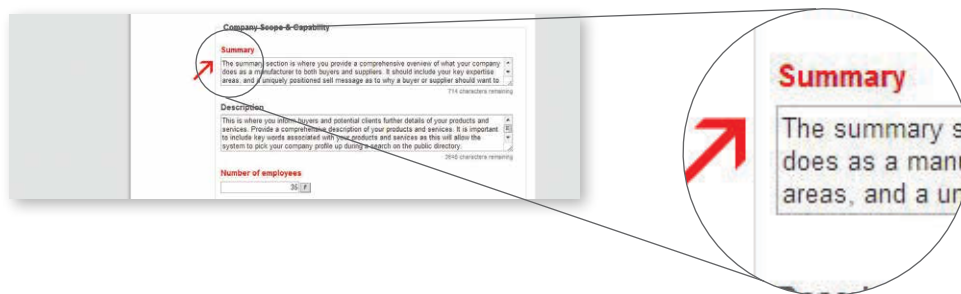


3. **Company Name.** This is your trading name, and the name that you are most commonly recognised by. Eg. ICN Manufacturing (Pty Ltd)
Other Names. If you are known by other names, have alternate spelling or abbreviations, please list them in this section. This will enable the system to increase the chances of recognising your company when a search is undertaken. Eg ICN VIC Manufacturing, ICN Manufacturing Victoria, ICN Manufacturers Pty Ltd, etc.



4. **Summary.** This is the most important statement of your ICN profile – Spend time to ensure it is sharp and presents your capability. **Is your Summary good enough to secure that enquiry?**

- 4.1. The first sentence is the most important. It should focus squarely on what you **DO**. This should reflect your core range of product or services. *Remember this is the reason someone is looking for you in the first place.*
- 4.2. In the next sentence, present your complementary/ancillary/products or services. Use dot points if you have more than three products or services. Include any highly recognised brand names that you may have. However, be mindful to keep it brief and refrain from using “spin”.
- 4.3. To complete this section, highlight what sets you apart or reasons why you are a cut above the rest. Do express clearly in this section what or who your target market is. Keep it short, to the point and stay away from “spin”. *You only have approximately 1000 words maximum*, so it is important not to overwrite. Use spacing where necessary and avoid typing your sentences in CAPITALS.



Please refer to the following examples as a reference guide.

Example #1 - Medium size Air-conditioning, HVAC company targeting major Commercial, Oil & Gas, Mining & industrial business in Australia.

Commercial air conditioning, HVAC, design, manufacture and install, compressed air cooling, electric and diesel rotary screw compressors.

Additional services include:

- *Commercial HVAC systems manufacture and maintenance*
- *Cooling tower construction*
- *Rotary screw air compressors 50 – 500hp*
- *Chillers, freezer and cool room manufacture*
- *Refrigeration maintenance for fishing and marine industry*
- *Engines agents - sales and service*

Zag Australia are part of the global “Zag Process Group” operating under ISO 9001 & ISO 14001 accreditation. The Australian operation maintains 200 staff with manufacturing and maintenance workshops in Melbourne and Sydney.

Servicing remote locations in WA, NT & QLD including, Mining and Marine Industries.

4. **Summary. Examples Continued**

Example #2 - Medium sized Scaffolding company, no specific target. Strengths in high rise and fall arrest systems for roofing.

Scaffold hire, sales and erection for all commercial applications. Supply and erection of scaffold, perimeter handrail and fall arresting system.

Access to 55,000t of tube & fit, Kwikstage, Cuplok and Modular Aluminum Scaffold. Swing stages and barrow lift available.

All works meet AS/NZS 4576:1995 Guidelines for scaffolding.

Enquiries for High rise buildings to general housing are welcome.

Example #3 - Small local painting business with no specific target client base, that will take on anything. Strengths in Commercial High rise buildings, and new housing.

Painting and decorating services in Regional Victorian area. Interior and exterior painting of new housing and existing housing, commercial and industrial buildings.

Our expertise includes:

- *Body corporate property maintenance programs*
- *Commercial application*
- *Residential Housing*
- *High rise and industrial*
- *Paving & concrete coating*
- *Pool reseal*
- *Two pack specialist.*

APAS Accredited with a dedicated crew of 8 qualified and experience Painters. No Job too big or too small.

Example #4 - Small size engineering fabrication company, targeting medium to heavy industrial work across the power generator, marine, oil and gas sectors.

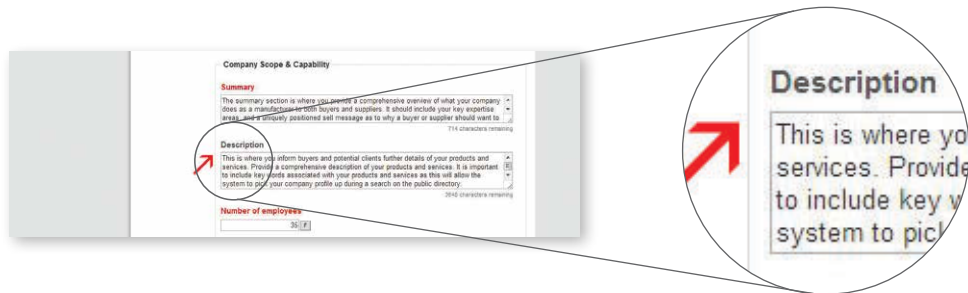
Design, manufacture, erect and install fabricated steel components, piping and structures for the power generation, marine, oil and gas industries.

Additional services include:

- *Tank manufacture*
- *Walkways and platforms*
- *Conveyors*
- *Ship repair*
- *Stainless steel manufacture.*
- *Plant decommissioning*
- *Tower manufacture and installation*
- *Fuel installations*
- *Process repairs and installations*

Locally owned and operated company specialising in structural steel repair and installations. Key strengths are in power generation in Victoria. ISO 9001 accredited and employ total of 15 personnel.

5. **Description.** Your description should reflect your company expertise and key strengths. It should reflect an overview of your range of products and services, company affiliations, parent companies, major alliances, subsidiaries, agencies, main brands etc. Please keep the description brief by using keywords. This is an ideal location to highlight what your target market is and industry segments that you service. Describe what services, manufacturing capabilities you have. Drive home what makes you stand out from the rest. Once again, be conscious of presentation, spacing and avoidance of “spin”. Please keep it brief as you only require statements of fact.

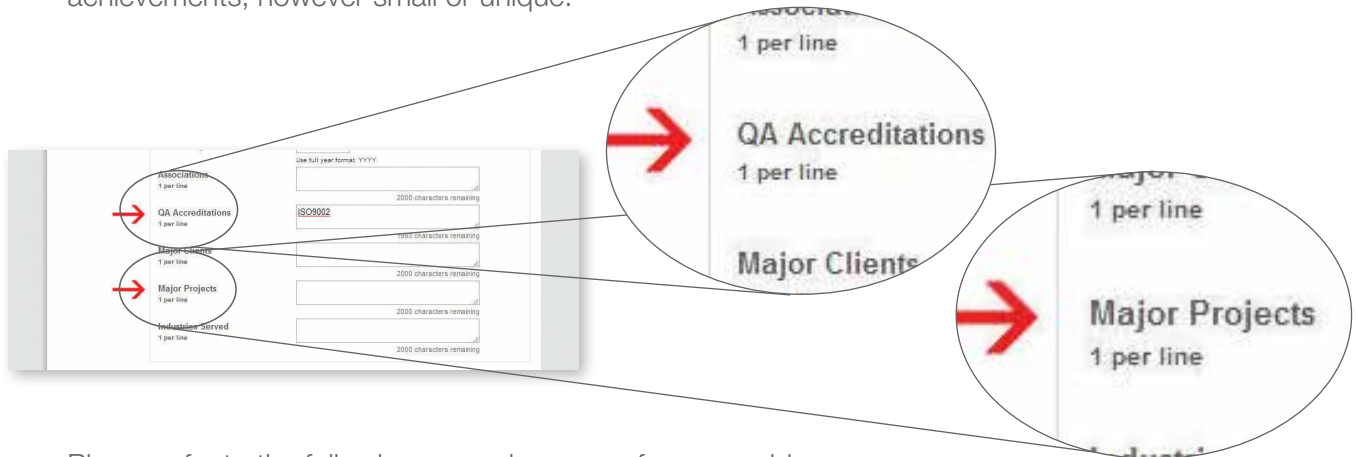


6. **Products & Services.** Please do not duplicate what you have in the **Description** field. Use short statements, dot points or lists to present the information on products and services. Please list any unique aspects of your business. A good tip is to include technical language or terminology, brand names of products that you carry or buzz words that may be associated to your industry and draw attention to your business.
7. **Facilities.** What facilities or equipment do you have that complement your organisation and the industry? This area adds significant strength to your capability and capacity for the provision of your service. Please include; warehouse, manufacturing capabilities, fleet, major equipment, lifting capabilities repair and maintenance etc.



8. **QA Accreditation. This is important!** If you have any accreditation, please list all including CAL, ISO 9001, OH&S etc. If you have internal accreditation or are working towards one, please state it in this field – **Do not leave this blank.**

9. **Major Projects.** Use this area to highlight or sell what you have achieved for other clients. This information is treated as commercial in confidence. You should highlight different examples across your range of services to increase your chances of being nominated for work packages. Include your top achievements, however small or unique.



Please refer to the following examples as a reference guide.

Examples Note the approximate value does not necessarily require a dollar value (refer example below)

Date: 2008

Project: Construction of new conveyer belt

Client: SANTOS

Brief Scope of Work: Design construct 4km enclosed belt conveyer 400m long plus 120m boom with dust suppression.

Approximate value: \$12m

Date: 2011 to current

Project: Distribution of Medical goods

Client: Vic Dept of Health

Brief Scope of Work: Provision of medical consumables via courier services. Delivery for metro centres, weekly delivery to Victorian Regional clients.

Approximate value: 17 manned vehicles 5 days per week

Date: 2009

Project: Upgrade Westgate Bridge

Client: Westgate Bridge Authority

Brief Scope of Work: Design and fabricate 260 metres elevated walkway hand rails and ladders.

Approximate value: 1400t of steel

Date: 2010

Project: Various scheduled programmed maintenance contracts – painting

Client: Various Real Estate and body corporate customers

Brief Scope of Work: Periodic painting and maintenance of 35 building and apartment blocks in the Geelong region.

Approximate value: \$1,300,000

Date: 2004

Project: 500 MW Gas Turbine Power Station

Client: SIEMENS

Brief Scope of Work: Design and Construct Power Generator

Approximate value: \$240 Million

Date: 2005

Project: Kipper Kit Project

Client: Exxon MOBIL

Brief Scope of Work: Provision of fabricated steelwork and structures

Approximate value: \$260,000

Date: 2011

Project: Victorian Comprehensive Cancer Centre

Client: Vic Dept of Health

Brief Scope of work: Construct and maintain new hospital in Melbourne

Approximate value: \$700 Million

Date: 2010 – 6 months

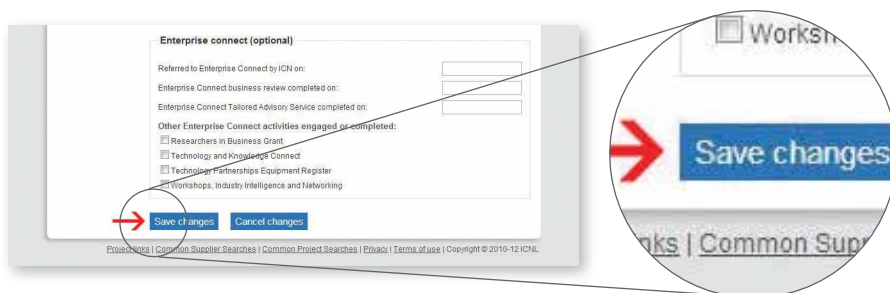
Project: Grain silo construction – Alice Springs

Client: GEB

Brief Scope of works: Labour hire – provision of civil operators and construction workers during construction phase of silo

Approximate value: 54,000 hrs

10. When you have completed editing your company profile, click on 



11. Once saved, your modified company profile will only appear on ICN Gateway **after it has been verified by ICN.**

