

ABSTRACT

PT. Parama Bara Intercontinental (PBI) is a coal trading export company. The main issue faced by PBI is the lack of knowledge among potential clients about the offered products and the company's identity, resulting in diminished credibility and difficulties in promoting coal products. The purpose of creating a company profile is to provide comprehensive visual information about the company, facilitating the target audience, particularly coal importing companies, in seeking information and getting to know PBI better. This research employs qualitative research methods and SWOT analysis in data collection. The study produces a company profile book for PBI, affirming that the company profile can effectively introduce the company to its target audience, especially coal importing companies. Thus, the conclusion of this research highlights the significant role of crafting a company profile in enhancing clients' understanding of products and the company's identity, as well as expanding the company's marketing reach.

Keywords: Company Profile, Company Visual Information, Coal, Promotional Media.

