

# Our Philosophy



## Vision

To be the most admired and respected family company in the country





## Mission

Our mission is to improve the quality of life of people by providing comforts and conveniences at affordable prices





# Values

## CONSUMERS

We live up to the expectation of a responsible organization by contributing to the improvement in the quality of life of our customers through outstanding products and services.

## COMMUNITY

We conduct our business by conforming to the ethics of our country and share the social responsibility of the less fortunate.

## ENVIRONMENT

We make every effort to ensure that the environment is protected and conserved for future generations.

## SHAREHOLDERS

We provide reasonable return to shareholders while safeguarding their investment.

## EMPLOYEES

We respect each other as individuals and encourage cross functional teamwork while providing opportunities for career development.

## SUPPLIERS

We develop our suppliers to be partners in progress and share our growth with them.

## COMPETITORS

We respect our competitors and recognize their contribution to market value.





## Objectives

To be the market leader in our product range and market segment.



Develop our employees to achieve their real potential.

Provide our consumers with the best service and shopping experience in the country.



Grow our revenue and profits at a rate above the industry norm.

Provide our consumers with products of latest technology.



Provide our shareholders with steady asset growth and return on investment above the industry norm.

