

Strategy

OUR CORPORATE STRATEGY

Our strategy revolves around establishing protocols and systems to achieve our corporate objectives. In order to achieve this, we have developed a set of goals and key performance indicators to monitor them. Our focus remains on creating shareholder value by driving optimization, maintaining products' quality, accelerating growth and strengthening the processes by continuous improvements and automation.

The key drivers to the strategy are:

1. Growth in key categories we already operate
2. Leveraging our assets through exports
3. Expanding into other categories in home market
4. Expand geographically in new markets e.g. Malaysia
5. Drive end-to-end efficiency throughout the value chain
6. Focus on producing most superior products in the categories we operate
7. Continuous innovation and renovation to meet consumers needs
8. Maintain quality across operations by using best in class technologies
9. Active involvement and contribution to the food security program to ensure highest standards of health and safety for the citizens and residents in Qatar
10. Continuous improvement in cow comfort to benchmark milk yield with leading dairy farms in the world
11. Provide healthy working environment to motivate staff / attract best talent and be the best place to work

OUR STRATEGIC PILLARS



PEOPLE

Creating performance culture

- Build a lean, motivated and high impact team
- Training need analysis and ensuring core training objectives are fulfilled



PRODUCT

Ensuring quality and availability

- Entrench quality culture - consistent and superior products and packaging
- Simplify shopper journey - strongly available and visible



BRAND

Be the preferred consumer brand

- Formalized consumer validated brand strategy framework
- Innovation - Commercial / Products / Packaging



EFFICIENCY

Drive value stream

- Optimization of systems / processes through automation
- Strong focus on cost savings and value engineering

