

## **SMART OBJECTIVES**

**S**afety First – For all our Clients and Staff

**M**aximising use of all resources to ensure profit

**A**ccountability – Empowering our staff to make decisions

**R**eliability

**T**imeliness

## **COMPANY GOALS**

**S**peedy response / decisiveness in all areas of the business

**I**nnovation to move ahead of all our competitors

**T**rain and develop people to move the business forward

**E**nsure customer satisfaction