

Mission, Vision and Values

Written by Naeem Ahmed
Wednesday, 17 June 2015 00:00

Our Mission

Our mission is to produce finest quality handicrafts through constant innovation and inspiration. Nothing is more important delivering exceptionally good to our valued customers for their benefit that will result in our benefit.

Our Vision

Our vision serves as the framework for our roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.

- We believe in VIP (Vision Integrated performance)
- **People**: Provide a platform to work where people can perform at their best.
- **Portfolio**: Bring to the World a portfolio of quality products that anticipate and satisfy people's desires and needs.
- **Distributors**: Nurture a winning network of customers and suppliers, together we create mutual, enduring value.
- **Profit**: Maximize long-term return to shareowners while being mindful of our overall responsibilities.
- **Productivity**: Be a highly effective, lean and fast-moving organization

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Our Values

We as a pencil and our values serve as a compass for our actions and describe how we behave in the world.

- **Leadership**: The courage to shape a better future
- **Collaboration**: Leverage collective genius
- **Integrity**: Be real
- **Accountability**: If it is to be, it's up to me
- **Passion**: Committed in heart and mind
- **Diversity**: Be a opportunist
- **Customer**: We have a profound respect for our customers
- **Time**: We deliver in Time
- **Need**: We understand 1st then to be understood
- **Treatment**: We Care
- **Improvement**: We improve incrementally and perpetually
- **Work**: We enjoy the process
- **Quality**; What we do, we do well