**Vision**

SF Enterprises INC. business will be living proof that caring, integrity, hard work and innovation at all levels to create success is possible

**Mission**

The mission is to enhance our customers’ business. We will do this by providing the highest quality ‘Carrot Muffin’ and other variants such as Banana and Calamansi and the best possible services to the food industry. We will continuously improve all aspects of our business in order to sustain the long-term success of our customers and ourselves.

**Core Values**

Accountability: We acknowledge and accept responsibility for actions, products, decisions, time and policies.

Commitment: We are committed to providing opportunities for employees to grow personally, professionally and spiritually while consistently providing products of exceptional quality and an outstanding customer service experience.

Community: We actively support our community, donating our product and time to the specific needs of the organizations, neighborhoods, and families we serve.

Integrity: We provide honest, timely communication and service that shows respect and kindness to every customer, teammate, supplier, governing agency and competitor.

Safety: We ensure the health and well-being of all teammates and customers. We create a safe work environment through the ACT: Awareness, Communication, and Training.

Teamwork: We strive to create a positive work environment by building a spirit of a cooperative effort among individuals and departments; realizing our success depends on our ability to perform as one successful team.