**Strategic goals**

In the beginning, in order to attract customers, the company offered discounted subscriptions. In order to make profit, we need a larger number of new costumers. Our strategic goal is to reach 5000 costumers. When we will achieve that, the company will invest into more equipment, more workforce, and more special offers.

Another strategic goal is to overcome our local status, to extend ourselves to other counties. Due to the mountainous area, the other competitors find it hard to operate in it. We see this as an opportunity and not like an impediment.