

Welcome to this session where we will clarify our business plan for the coming 2 and 5 years.

We will cover this in three main points:

Point 1, the vision and measurable goals we have set ourselves.

Point 2, how we will get there and the projects that will support us.

Point 3, your role as members of the team.

In relation to point one, our vision and goals; it's important to understand what our customers are doing and how we need to be there to support them on their journey and this is at the heart of our strategy.

Gone are the days when we could just get on with making great products and expect that our customers would come to us because of our superior quality. We now need to understand the challenges our customers have in a world where people can just go onto the internet and design a bespoke solution. For our customers to survive we need to help them deliver flexibility and ever higher levels of customer service.