



Strategic Plan Tough Trailers



Vision

Mission

Core
Values

SWOT
Analysis

Action
Plans

Yearly
Objectives

Long-Term Goals

1. Vision

To provide customised trailer solutions to customers where quality and looks go together

2. Mission

1. To provide Quality – Service – Customisation all-in-one solution:
 - Customers are different and so are their needs; we manufacture customer specific designed trailers
 - Exceptional customer service backed by best-in-industry after sales service and warranty
2. A happy and healthy work environment and culture
3. Continuous improvement

3. Core Values

- Commitment and Reliability
- Consistency with Efficiency
- Creativity and Innovation
- Respect and honesty
- Perseverance

4. SWOT Analysis

Strengths: Unlimited trailer designing, efficient workforce, vendor support, loyal following, high professional standards

Weaknesses: Communication, aging ICT infrastructure, training programs, inadequate information for salesmen, keeping up with demand (lack of)

Opportunities: Market growth, efficient manufacturing practices, franchising and dealerships, improved loyalty programs (for customer retention)

Threats: Competition, poor communication (internal and external), currency fluctuation/s, legislative changes

5. Objectives and Goals

1. Customer goals based on Service, Satisfaction and Retention principle
2. Internal / Operational goals based on increase in production / manufacturing capacity to meet demand, training to keep the staff up to date with industry standards, legislative requirements and technology
3. Financial goals based on maintaining a 30% increase in growth over the next two years

6. Action Plans

Action Plans Table next page

7. Long-Term Goals

1. Double sales in 5 years and grow revenue (retained profits) by 15% per year in 5 years through the effective use of business website
2. Increase in online sales to 50% (half) of total sales in 5 years
3. Franchising and dealership options are explored, and decisions made as per business requirements
4. Maintaining production / manufacturing capacity to meet the market demands
5. Exploration of diversification options



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6. Action Plans Table

Goal / Objective	Actions / Activities	Status
Customer service, satisfaction and retention	<ul style="list-style-type: none"> • Welcoming environment • Professional service standards • Sales Consultants and Designers / Estimators having sound background knowledge of the products and available options • Post-sales follow-up practice • Efficient and effective conflict resolution with "Customer comes first" attitude • Ongoing customer feedback on product and service • Product launch updates and incentives for customer retention • Ongoing training, workshops and seminars 	Ongoing
Internal / Operational	<ul style="list-style-type: none"> • Increasing the productivity of existing manufacturing units by efficient use of workforce • Adding staff to meet market needs • Gradually moving from fixed line metal fabrication to modular component development • Upgrading the existing ICT infrastructure for improved efficiency and consistent business practices across all sites • Developing a business website and moving towards online sales environment • Ongoing training and development programs for all six sections to ensure compliance, industry standards, legislative requirements and technology advancements are covered 	Ongoing / future
Financial	<ul style="list-style-type: none"> • Revenue growth to be achieved through ongoing float-shows with incentives like buy now pay later, discounts, gift vouchers and other sales techniques • Maintain profitability with a budget allocation of 50% for business reinvestment for product development • Maintain revenue growth to 30% over the next 2 years • Ensure retained profits are maintained to a minimum of 20% per annum 	Ongoing
Long-Term	<ul style="list-style-type: none"> • Increase in business through online sales using the business website • Franchising and dealership options being considered, discussed and finalised • Probable contract with a financial institution for preferred loan provider • One-window sales and maintenance operations to be introduced and implemented • Developing an efficient workforce through proper recruitment and induction procedures with ongoing training, incentives for employee retention 	Ongoing and future prospects in consideration