

\*The Macmay Emblem\*

\*Navy Blue\*

\*Orange

\*White And\*

\*Green\*.

\*Codes\*:-

Navy Blue-000080

Orange-FFA500

White-FFFFFF

Green- 008000

1. \*Navy Blue\*- Trust and Power, Reliability and Unity.

\*Trust\* As a team we uphold trust to deliver our core vision to the public.

\*Power\*- Finance gives you power, food gives power, and a lot. Here in Macmay all of our services are timed to give you power to control your world, not just regular services.

All spheres of Macmay's shades are associated with power to rule your world.

\*Reliability\*-We are reliable that is why our vision and mission statement is geared to conquer the globe; our services tend to give a long term solution to the world's current challenges; with you relying on us; we can cooperate to push through our vision.

\*Unity\*- We are a true vision of unity in diversity; we keep our views on the desk; act on them with unity and achieve a common goal; this is the root of a pending and an unending lineage.

We have also, a wonderful relationship with our community of customers which stabilizes the

unity between the management and her final consumers.

## 2. \*Orange\*- Enthusiasm and Success, Creativity and Energy.

**\*Enthusiasm\***-There's always a strong feeling to set the world ablaze with our end story as happiness; happiness at the end of the process is our Enthusiasm.

We will have the ability to show a keen interest in a subject or an activity, as well as a readiness to get involved.

It is one step above a mere interest. We will engage people who have a strong feeling of eagerness to do something. Until they see that dream or task fulfilled, they never want to give up. People who will work with passion, even when the financial rewards are scanty. They will possess an intrinsic motivation that spurs them on.

**\*Success\***-This is our major core; for all we do as a group or team; success is always our central focus, if we can push through any challenges; it means we held success at our back.

Success is the group vision; success is our Customer's vision.

**\*Creativity\***- One Of the most outstanding component of our operations is that we are always outstanding; we are not regular. Our creative content will keep being a tool for nations building and development, so creativity is on top on our whilst.

**\*Energy\***- All our policies breed energy and with our zeal to serving our customers better than ever always making them a priority on the globe; our energies are refreshed every moment. It's one of the basic tools to our unfailing ideas.

## 3. \*White\*- Efficiency and Simplicity, Fairness and Order.

**\*Efficiency\***- is about making the best possible use of resources. We Maximise outputs from given inputs, and so minimise their costs. By improving efficiency our business can reduce its costs and improve its competitiveness.

**\*Simplicity\***- Simplicity in our organization is sticking to streamlined processes that have not only been well-designed, but are also regularly maintained. By managing with simplicity in mind, Macmay will ensure they don't expend any time or energy on anything but developing the business; and can be achieved by staying focused on specific goals and cutting out the unnecessary processes that are diverting attention away from those goals.

**\*Fairness\***- We value in treating people with a standard of performance that is consistent and equal based on their commitments. It means we give customers a fair value for their money.

And also as leaders make all decisions on appropriate criteria, without undue favoritism or improper prejudice. Never blame or punish people for what they did not do, and appropriately sanction those who violate moral obligations or laws.

**\*Order\***- Our order is a stated intention, either spoken or written, to engage in a commercial transaction for specific products or services. It is a situation or subject that must be dealt with before anything else.

#### 4. **\*Green\*** - Growth, Eco-friendly, Vitality and Agriculture

**Growth:** Improving some measure of the enterprise's success. Business growth can be achieved either by boosting the top line or revenue of the business with greater product sales or service income, or by increasing the bottom line or profitability of the operation by minimizing costs.

This mentality will always be present with regards to Macmay's business goals, as there will always be an aspect of growth within each new idea, aspiration and vision.

**Vitality:** At Macmay, we define vitality as the capacity of the Company to explore new options, renew its strategy, and grow sustainably. Preserving past advantages and position is not sufficient to thrive in today's complex and dynamic business environment. In a fast-changing

world, only the vital will survive.

Eco-friendly: In Macmay, we have been able to produce earth-friendly or not harmful products to the environment. Eco-friendly products also prevent contributions to air, water and land pollution.

Agriculture: Being involved in Agro farming or Agro processing shows we engage in raising, preparing or marketing crop and Product. The care and production of livestock and livestock products, poultry and poultry products buying and selling of agro products, the planting, cultivating, harvesting, nursery or the like or any related products and with you relying on us we can push through with our vision.

Extracted: 15th December,2018.

\_Office Of The Chairman/CEO Macmay\_