**Scenic Steel Pty Ltd**

**Objectives**

The primary objective is to build a business that is:

1. Equitable - fair for all stakeholders including customers
2. Profitable - prosperity not exploitation (feed without greed)
3. Sustainable - a legacy for the future not an empire to fall

The business will be:

* independent and equally owned by all the shareholders
* able to be operated from a home base or home bases
* flexible enough to allow the shareholders to do other things

The head office will be located at:

350 Christmas Creek Road, Laravale QLD 4285

**Goals**

The goals and mission statement are to be:

1. The preferred local farm supply company in South East Queensland
2. A trusted and value for money farm supplier all over the countryside

**Strategies**

The business will initially take advantage of the head office location and service the surrounding markets.

The initial products will be fencing materials:

* fence posts – star pickets
* barbed wire
* plain wire
* mesh – panels and rolls
* gates

The preferred supplier for these products will be Tianjin Minmetals (TM).

Website: <http://www.tjshi.com.cn/>

These products will be supplemented with similar or higher quality products from other countries in Asia and high quality barbed wire ("Supremo" brand) from Brazil.

The manufacturer in Brazil will be Belgo Bekaert Arames.

Website: <http://www.belgobekaert.com.br/SitePages/Inicio.aspx>

The products will be offered to distributors at wholesale prices and promoted at retail prices “face to face” at farms, saleyards and agricultural shows, developing repeat and new “word of mouth” business.

The secondary products will be PC Strand, for the post-tensioned concrete slab contractors and the prestressed precast concrete structure manufacturers.

The products will be supplied and delivered direct from the manufacturer to the buyer, on a single and / or ongoing commission basis.

The preferred supplier for these products will be Fasten Group (FG).

Website: <http://www.chinafasten.com/index_en.html>

The business will also have an online platform and be a real “bricks and clicks” operation.

**Measures**

There will be milestone (minimum half and full year) reviews to ensure the business is:

1. Equitable
2. Profitable
3. Sustainable

And the participants are:

1. remunerated - money needs to be circulated to help others
2. satisfied - happiness is a state of mind not a wealth measure