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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
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|  | **MISSION** | | |  | **VALUES** | | STRATEGIC ACTION PLAN | | |  |
|  |  |  |  |  |  |  |  |
|  | Our mission is to become essential to our customers by providing differentiated products and services to help them achieve their aspirations. In 2024 we need to spread this goal to new countries. | | |  | Not bound by convention. Our success, and much of the fun, lies in developing new ways to do things. We have built a reputation on trust and respect everywhere we do business. | |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  | 2024 |  |  |  |  |  |  |  | **PURPOSE** |  |
|  |  |  |  | Beginning of Year |  | End of Year |  |  |
|  |  |  |  |  |  |  |  | Extend our reach and brand recognition beyond our present geographic boundaries. Increase brand exposure and reputation. Develop new products. Consistently enhance the competencies of our staff. |  |
|  |  | BUSINESS PERFORMANCE |  | êêêêê |  | êêêêê |  |  |
|  |  | EMPLOYEE EXPERIENCE |  | êêêêê |  | êêêêê |  |  |
|  |  | CUSTOMER EXPERIENCE |  | êêêêê |  | êêêêê |  |  |
|  |  | FINANCIAL |  | êêêêê |  | êêêêê |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  | PRIORITY 1 |  | PRIORITY 2 |  | PRIORITY 3 |  | PRIORITY 4 |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  | INITIATIVE |  |  |  |  |  |  |  |  |  |
|  |  | **Market Development** |  | **Process Improvement** |  | **People Development** |  | **Product Development** |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  | \* Expand regulator marketing reach \* Start new agencies in China and India \* Create new distribution channels in West Europe |  | \* Implement 6 sigma process \* Create supply chain strategy and procedures |  | \* Implement personal planning process and success ratings \* Improve communication with new software collaboration tools |  | \* Increase portfolio of NewGen line \* Start the design of products with natural materials and oils. |  |
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|  |  |  |  |  |  |  |  |  |  |  |
|  | KPI |  |  |  |  |  |  |  |  |  |
|  |  | \* Revenue of $340.000 per distributor \* Total monthly revenue of $5.620.000 |  | \* No more than 5% of standstill on the lines \* Inventory turnover ratio between 5 and 10 |  | \* 50+ internal trainings \* 20+ external trainings \* 10% Absenteeism per month |  | \* Monthly revenue of $220.000 for new products at the end of the year \* 26.500pcs of new products sold |  |
|  |  |  |  |  |  |  |  |  |  |
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