



## VISION & MISSION STATEMENTS Year Ended September 30, 2005.

### THE VISION

To be the market leader in sugar industry by being the best and providing the best.

### THE MISSION

- Endeavoring to be the market leader by enhancing market share and to conduct business in the best possible manner by using high level of Ethical and Professional standards.
- Seeking long term and good trading relations with customers and suppliers with fair, honest and mutually profitable dealings.
- Obtaining customer's satisfaction through continual efforts in research and development and employment of the high-tech production facilities.
- Offering high quality products according to the highest international standards.
- Continuous enhancement in shareholders' value through teamwork and constant improvement in performance in all operating areas in a competitive business environment.
- Providing congenial work environment, where employees are treated with respect and dignity and work as a team for common goals.
- Gaining the competitive advantage and enhancing the efficiency & productivity by employing the latest technologies.
- Building an excellent reputе of the organization and to maintain high professional and ethical standards with eyes on the future.
- Contributing to the national economy by uplifting and skills diversification of the people through fulfillment of our social responsibilities.