



THE VISION

To be the leader in Sugar Industry by building the Company's image through quality improvement, customers' satisfaction and by maintaining a high level of Ethical and Professional Standards through the Optimum use of Resources.

THE MISSION

- Endeavoring to be the market leader by enhancing market share and to conduct business in the best possible manner.
- Seeking long term and good trading relations with our customers and suppliers with fair, honest and mutually profitable dealings.
- Building an excellent reputе of our organization and to maintain high professional and ethical standards with eyes on the future.
- Offering high quality products that conforms with the highest international standards in quality.
- 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.
- Contributing to the national economy by uplifting and skills diversification of the people through fulfillment of our social responsibilities.