

DESCRIPTION: **Strategic Management**

Vision:

We envision in becoming a successful Singapore brand, with the capability of matching and competing against the established global players in the challenging Upstream oil and gas, Subsea scientific, Mining, and Decarbonization market.

Mission:

We aim to be the preferred manufacturer of products through excellence in innovative solutions and reliable services for our customers. As a team, we will deliver superior returns to our shareholders by tirelessly pursuing new growth opportunities while continually improving our profitability, a socially responsible, ethical company that is admired and emulated as a model of success.

Values:



- ✓ Advocate the guiding ideology of trust, meritocracy, integrity and transparency in relations and dealings.
- ✓ Foster ethics, quality, health & wellbeing, safety, security, and environment sustainability
- ✓ Provide excellent customer service, satisfaction, quality, and trustworthiness.
- ✓ Promote a work culture that support learning, individual growth and teamwork to overcome challenges and attain goals
- ✓ Build reliable, high performance products and become a leading technology company.
- ✓ Flexible in our approach to working collaboratively with our clients to develop and deliver the best solutions.

Objectives:

- Achieving annual growth and revenue targets.
- Succeed in keeping existing clients and gradually winning more customers globally.
- Qualifying the targeted products to widen core product line.
- Certainty of delivery under constant changing conditions while being flexible to customer needs.
- Excel in quality, health & wellbeing, safety, and environment targets.

Reviewed and Approved by;
KK Goi
Managing Director

Date: 03rd Jan 2022