

THE SHOWPIECE VISION & STRATEGY

OUR VISION

To be the de-facto partner for commercial clients and residential customers, looking to create **stunning outdoor environments** with high quality **external furniture and cover solution**.

To be renowned as much for our **expertise** and **customer care**, as for our quality of **products** and **service infrastructure**.

To be recognised across all sectors and industries as the number one partner of choice for customers looking for the **Ultimate Alfresco Experience**.

OUR STRATEGY

Our strategy for the next 5-years is underpinned by our experience and expertise in delivering outstanding service from design conception to installation and aftercare. This in turn is underpinned by our core values as an ethical and socially responsible business:

- Excellence
- Family
- Passion
- Individual; &
- Quality

Our values provide the framework for our ongoing pursuit to be the best, and continue delivering the very best for our clients through:

- Our unwavering commitment to quality, innovation and design
- Our unrivalled expertise, knowledge and reliability
- Our industry leading experienced team of passionate design, manufacture and install professionals
- Our collaborative approach to creating bespoke turn-key solutions for each, and every client
- Our ability to consistently exceed expectations

Our delivery strategy is always evolving depending on market and economic conditions, and the needs and requirements of our client portfolio. We will be agile and responsive to these market conditions and ensure our ongoing successful growth both as a business and preferred supply partner.

Our strategy will be based on the following framework:

Our Customers

- We will continue to nurture our existing relationships being responsive to their needs, delivering best value, an outstanding service and quality
- We will develop these relationships delivering expertise and support which will as part of our collaborative approach
- We will expand the scope of our client portfolio, delivering our successful proposition to new sectors including:
 - Healthcare
 - Social Care
 - Education
 - Community and Third Sector
 - Home/Residential
 - Sports and Leisure
- We will utilise our ongoing relationships with both clients and supply chains to benchmark and drive continual improvement across and cross sectors.

Our Partners and Supply Chains

- We will continue to develop outstanding supply chain relationships driving improvements in:
 - The quality of our products
 - The efficiency of our production cycles
 - Our Social and Environmental responsibilities
 - Helping to support the growth and success of our partners as well as our own
- We will benchmark supply chain performance to ensure we are always delivering the best end-point value and quality for our clients/customers.
- We will continually engage feedback in a 360 approach that drives continual improvements throughout.

Our Business

- We will drive internal improvements by monitoring industry and business best practice, keeping ourselves accountable to our own growth and development
- We will implement new systems and processes wherever necessary to ensure we are always at the forefront of excellence
- We will invest in the ongoing training and personal development of our teams empowering them to deliver the very best for themselves, for Showpiece and our clients
- We will continue to nurture a supportive and progressive business environment our teams can be proud of.

Our Growth and Development

- We will develop our business model to include sector reach and residential homes offering the Ultimate Alfresco experience at home (Showpiece at Home)
- We will extend our outgoing marketing and development to include public and private sector procurement (tender opportunities) to deliver longer-term order book to our business and residually provide even better value for our clients.