

Business Strategy Statement – 2008

- **Scope**

The business strategy will encompass all activities that will further the company's progression towards achievement of our mission statement:

"To position Orange as a company of trust, reliability and promptness in delivering service support"

- **Corporate Objective**

Orange has the following Corporate Objective:

"To develop sustained and managed company growth with profitable and mutually rewarding contracts"

In order to achieve our Corporate Objective it is necessary for us to follow a **Strategic Plan** throughout all aspects of our business. The mechanics of this may change slightly from department to department, however one criteria will always remain the same – **Our Customer Focus**.

- **Aims and Goals**

For the next financial year the company has set a target of £15m turnover in conjunction with achieving good profit levels across the business units. Business unit heads have an individual and collective responsibility to ensure that the requirements of the **Company Financial Plan** are satisfied or exceeded. The achievement of good profit margins is the essence of a company's success, and as always, will be used to ensure continued expansion of the Orange Group.

- **Strategy**

In order to achieve our aim and goals the following three principles will be continued:

1. To protect our existing client base from competition.
2. To gain further business from our existing client base through relationships, education and promotion of our range of services.
3. To gain new business from new clients currently unfamiliar with Orange.

A combination of attention to detail, enthusiasm and customer focus will ensure that this strategy delivers results beyond expectation.

Signed:


Martin McMahon
Managing Director

Date: 1st January 2008