



OVERALL CORPORATE STRATEGY & OBJECTIVES

We M/s Allawasaya Textile & Finishing Mills Limited (the Company) intend to maintain our competitive position in the core business by employing professional and technical excellence, exploring new growth opportunities through diversification and creating value for our members and other stakeholders.

Our ultimate strategic objective is to be a leading participant in the country by improving our operations continuously, enhancing profitability and creating value addition.

SHORT, MEDIUM AND LONG TERM STRATEGIC OBJECTIVES

As regards short-term objectives, we will improve efficiency in our operations through improvement and cost reduction. In medium term, we intend to grow through expansion of our core business by investing in state-of-the-art machinery and improved customer management. We also aim to achieve excellence in business and diversify operations through related diversification strategy in the long-term.

MANAGEMENT OBJECTIVES AND STRATEGIES FOR MEETING OBJECTIVES

Our ultimate objective is to ensure achievement of the overall corporate and strategic objectives by becoming a leading company in the local textile industry, continuously improving our operations and enhancing profitability to return the members.

We shall strive to supply the best quality products. We believe, we have been highly successful in achieving the desired objectives which have been built on a consistent strategy competitiveness, product diversity, continuous growth in higher value products and a strong customer relationship

We tend to meet the needs of diverse markets by maintaining high degree of product diversification and seeking opportunities to increase the proportion of our product mix consisting of higher value-added products.

We ensure efficient use of existing resources to improve productivity and profitability.

We continuously strive to revive, refine and implement our human resource policies and Standard Operating Procedures (SOPs).

We have implemented Total Quality Management functions that seek to lower non-conformance costs through active focus on health, safety and environment.

We tend to achieve zero fatal accidents at our mills site and believe that we can achieve this goal through extensive employee training and initiatives to create a culture of personal involvement and responsibility.